

CHEMIST & DRUGGIST

THE NEWSWEEKLY FOR PHARMACY

INSIDE
OVER THE COUNTER MAGAZINE

25 July 1998

Fraud unit targets appliance contracts

Food health claims: new code of practice drafted

Vit B6 restrictions to go ahead in the autumn?

Be alert to the dangers of solvent abuse

Young men key to male toiletries market



An action plan to put pet care into practice

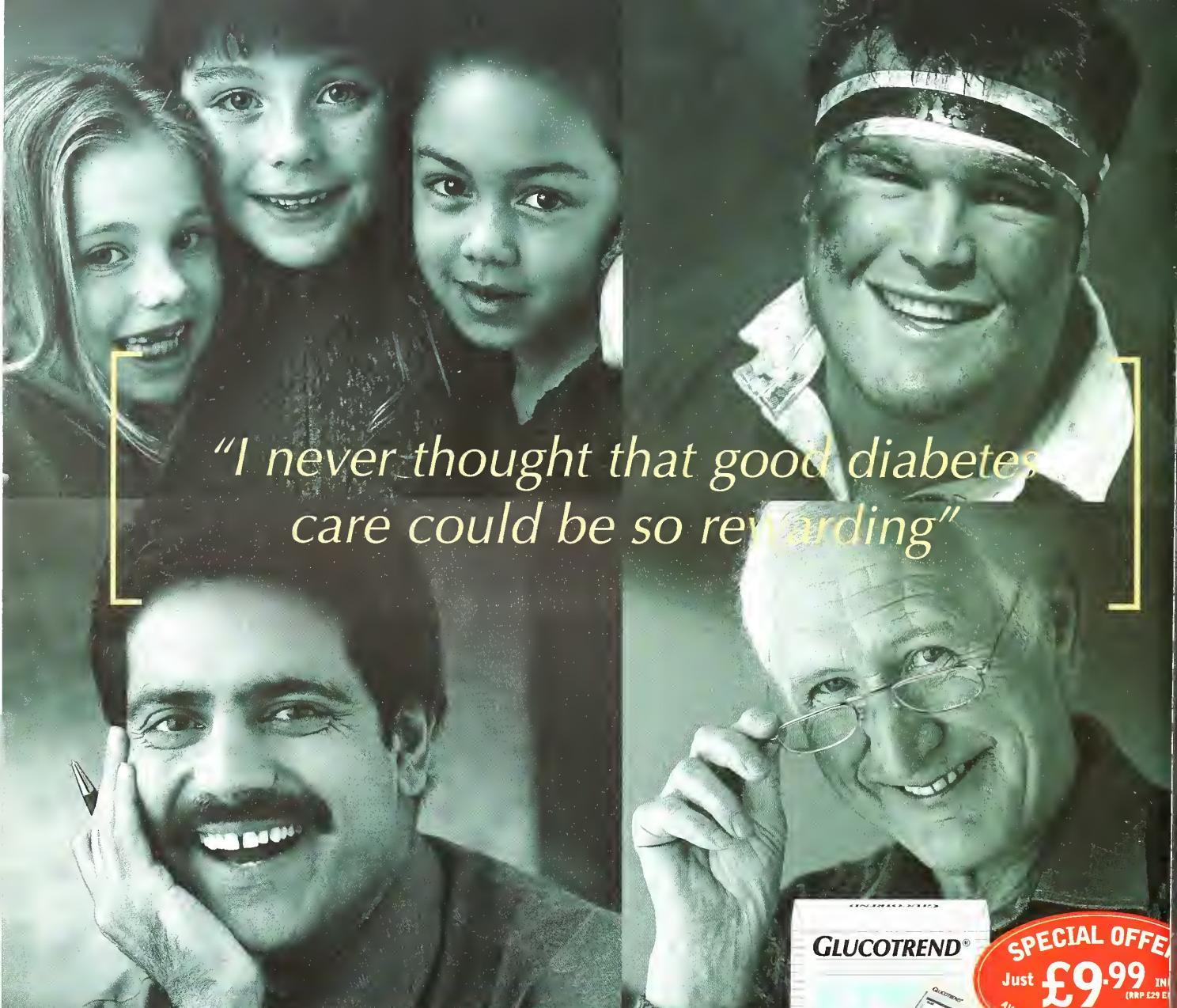
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Many manufacturers have recently been pushing the limits using words, phrases and images for foods and supplements that imply prevention, treatment or cure of disease – making health claims for their products which should properly be applied only to licensed medicines. The problem, which has been most evident in the past with supplements that look like medicines presented as tablets or capsules, is likely to grow as the number of functional foods increase. The draft Code of Practice on Health Claims on Foods (p5) is a long overdue move to reinforce the spartan assistance in MAL8, the Medicines Control Agency's guidance which impinges on this area. The Code has been developed with little publicity, but considering the diverse interests of the parties involved, their unanimity over the final draft is a welcome surprise. The conclusion that the present legal and enforcement framework is both incomplete and inflexible, with many areas open to subjective interpretation, should surprise no-one, given the split of responsibility between trading standards officers (who enforce food law) and the MCA (which regulates licensed medicines). The next hurdle is to put the Code into effect. It is essential that a body to administer it is set up and the expert group advising it is credible, independent and consistent. The favoured option seems to be to 'contract out' the job to a recognised academic nutrition unit. Inevitably, perhaps, industry is going to end up footing the bill for this exercise, but it is in its own interests. It is now up to the main proponents of the initiative – the National Food Alliance, the Food & Drink Federation, and more familiar names such as the PAGB, the Health Food Manufacturers' Association and the Council for Responsible Nutrition – to make this happen. It is also worth noting that the MCA had a lot of input to the section of the Code which covers borderline claims, so there is government interest as well to encourage this joint health claims initiative to complete its work.

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Methylated and surgical spirit controls relaxed in Scotland at the end of the month

Sales of methylated and surgical spirit will no longer have to be recorded in Scotland after July 27.

The Deregulation (Methylated Spirits Sale by Retail) (Scotland) Order 1998 (SI 1602, S87; Stationery Office, £1.10) also lift the labelling requirements and the need for non-pharmacy retailers

to be registered with the local authority. But the restrictions on sale to children under 14 still apply.

The Methylated Spirits (Sale by Retail) (Scotland) Act 1937 was introduced to address a specific social problem, when meths drinking was seen as a cheap

alternative to more expensive forms of alcohol. The police now believe this form of alcohol abuse is no longer a problem in Scotland.

The deregulation follows a consultation in 1996 when pharmacy bodies were among those asked for their views on whether

the 1937 Act should be totally or partially repealed. Most of those replying thought that the registration and record-keeping requirements placed an unnecessary burden on retailers and local authorities, but that restrictions on sale to children should remain.

Fraud Unit looks into appliance contractors

The NHS Fraud Investigation Unit is believed to be making enquiries about appliance contractors and their agency schemes.

Pharmacy contractors have been sent letters by the FIU, inviting them to respond on schemes in which they are participating.

It is understood that a number of FIU investigations are focused on appliance contractors and possible fraudulent activity. How this relates to agency schemes is also being considered.

Agency schemes can see pharmacists receiving up to 20 per cent of the oncost fee as a 'commission' by sending on appliance prescriptions to appliance contractors. These are paid an oncost of up to 25 per cent for such prescriptions, compared to

the £0.941 professional fee plus appliance fee of up to £1.97 per prescription that pharmacists receive. Unlike pharmacists, there is currently no inspectorate for appliance contractors which could deal with irregularities in providing NHS services.

It is further understood that two appliance contractors are having payment temporarily withheld by the Prescription Payment Authority, at the request of the FIU. However, the FIU is unable to comment on any particular case, nor about estimates of the cost of agency schemes to the NHS being about £5 million – between £200,000 to £400,000 of this is thought to go to pharmacists as 'commission'.

Among areas which could be seen as prejudicial to NHS finances are issues such as:

- appliance contractors owning pharmacies or also acting as wholesalers

- appliance contractors operating under a different name to a pharmacy although being at the same address

- pharmacy stamps being obliterated from appliance prescriptions

- large groups of pharmacies having an appliance contract

- many items being for simple bandages or dressings, readily available locally.

The schemes have been in operation for about four years, and the Department of Health has been aware of them from the outset. In the past, Pharmaceutical Services Negotiating Committee has taken legal advice on pharmacy contractors being involved in such schemes and is

of the view that pharmacy contractors are acting legally. However, the Pharmacy Services Regulations of 1992 make reference to a breach of terms of service if "inducements" are involved.

PSNC general secretary Stephen Axon is not aware of any pharmacy contractor having payment withheld relating to the agency schemes. Pharmacists are not in breach of their terms of service providing they ensure that the patient is aware that such a scheme is in effect, "preferably by a written notice within the pharmacy", he said.

Whether the schemes amount to any illegality on the part of the appliance or pharmacy contractor will have to be determined, although questions regarding the ethics of such schemes have been raised in the past.

Seven day opening call to lower methadone problems

Increasing the number of pharmacies open seven days a week to reduce the number of deaths due to methadone poisoning is being recommended in Glasgow.

As part of its 'Confidential enquiry into methadone related deaths in Glasgow during 1996', Glasgow Drug Problem Service and Glasgow University Forensic Medicine and Science Department is recommending certain steps to reduce such incidents. One of which is that the Greater Glasgow Health Board should look at ways of increasing the number of community pharmacists

that open seven days a week to supervise methadone self-administration.

In 1996, 34 of the drug-related deaths reported to the enquiry were methadone related. At the time of the survey, only 14 pharmacies were open on Sunday in Glasgow where the number of patients had risen in four years from 217 to 2,197 in 1996.

Doctors reporting to the enquiry thought that if more pharmacies were open all week, there would be a more comprehensive supervised self-consumption of methadone by patients.

The enquiry team estimates that a third of the methadone is dispensed for consumption without being supervised. However, it adds that pharmacist supervision is still the best way of reducing illicit diversion of methadone.

Other areas the enquiry has prioritised are ensuring prescribers give sufficient information to pharmacists to confirm a patient's identity.

● The report says that nearly 43kg of methadone was dispensed in the city in 1996, predominantly in the form of the 1mg/ml solution.

Pharmacy better than the television at OTC promotion

Pharmacists and pharmacy assistants are the main source of raising public awareness of over the counter medicines, greater even than television.

A tracking survey by IMS Health says that pharmacy-generated awareness is more than one third higher than TV. This pattern holds for ailments with less TV presence such as emollients or those with high presence, such as pain or cough remedies.

IMS Health defines pharmacy-generated awareness as "either PoS or comments made by the

pharmacist or pharmacy assistants". Pharmacy input is particularly strong in paediatric medicines and cough remedies. "In cough relief, the pharmacy assistant generated more awareness than television," says IMS.

IMS Health's survey, Motivations, is carried out with up to 1,200 UK consumers each week. Communications manager Peter Stephens says that the information indicates that pharmacy will be a critical player in the worldwide push towards self medication to treat minor ailments.

Comparisons of the awareness generated for self-medication products in pharmacy and television

	pharmacy (%)	TV (%)
Overall	22.2	14.8
Emollients	20.8	5.5
Pain relief	19.1	14.6
Cough relief	33	14.6

PHS promotes folic acid

The Pharmacy Healthcare Scheme has issued a leaflet, 'Folic acid – what all women should know', adapted from a Health Education Authority leaflet. It gives advice about folic acid's role in neural tube defects, when to take it, how much to take, and where to obtain folic acid. PHS is sending pharmacists 40 leaflets each and a shelf wobbler to place near folic acid products. PHS can be contacted on 0171 735 9141.

**Folic acid
what all women
should know**



When is a food not a food?

A proposed code of practice for the food industry aims to clarify the difference between a legitimate health claim and an illegal medicinal claim.

The draft code of practice on Health Claims on Foods was hailed last week as a "triumph of common sense", by David Walker, trading standards officer for Shropshire County Council. He said the code – although voluntary – would help enforcement agencies bring into line suppliers who made misleading claims about foods. It would be a means of tackling importers and others who were not members of the Proprietary Association of Great Britain or the Health Food Manufacturers' Association and therefore did not feel obliged to comply with existing codes.

The code has been produced by the Joint Health Claims Initiative (JHCI), an alliance of food law enforcement agencies, consumer groups, retailers and manufacturers, who debated the proposals at a conference in London last week (C&D July 18, p24).

The JHCI wants companies to be able to communicate clearly that certain foods and diets will

reduce the risk of certain diseases, without giving the (illegal) impression that the food can prevent, treat or cure a disease. Its members think the present legal and enforcement framework governing claims is too permissive in some areas and too restrictive in others, with many grey areas open to dispute.

Michael Baker, PAGB's director of legal and regulatory affairs, chaired the working party which drafted the code. He explained that the code would not be legally enforceable but would clarify the existing legislation and complement current systems of regulation. Any new health claims would have to be backed by convincing scientific evidence, and companies wishing to make such claims would be strongly recommended to clear them with the code administration body which would be advised by independent experts. Companies would be able to use well-established health claims, such as those for vitamins and fibre, without producing further evidence and the industry would put together a list of such "generic" claims.

An annex on 'Borderline substances' gives guidance on how a legally acceptable health claim can be made for a food which has a role in reducing the risk of disease. It lists words or phrases which may imply prevention, treatment or cure of disease, such as references to the relief of symptoms or specific diseases. Health claims relating to the maintenance of healthy body functions, body organs or health in general are unlikely to be construed as "medicinal". It would also be acceptable to refer to body functions or processes as long as the health claim only referred to maintenance of the healthy state of these functions.

If the product had a proven health benefit in reducing a disease risk, then it would be acceptable to mention the part of the body that might benefit, as long as the disease itself was not mentioned or implied. For example the phrases: "Helps maintain normal cholesterol levels" and "Is beneficial to the health of the stomach and digestive system", would be acceptable when used in a way that did not imply disease prevention or treatment.

Dispensing doctor ruling expected

A ruling on the rights of unqualified surgery staff to dispense prescription medicines to patients was expected this week.

Three Civil Appeal Court judges announced on Monday that they would make their ruling at 10am on Thursday, after C&D went to press. The Court is considering an appeal brought earlier this month by three pharmacies in Westerham (Kent), Caistor (Lincolnshire) and Beverly (East Riding of Yorkshire) about a ruling last October in favour of dispensing doctors (C&D July 11, p4).

Details of the ruling, if announced, will be put on C&D's Internet site, [dotpharmacy](http://www.dotpharmacy.com) at <http://www.dotpharmacy.com>.

Drug recall 1

A batch of Phenoxymethylepenicillin Oral Solution BP 125mg/5ml, 100ml, batch number 98E105, expiry May 2000, in the Approved Prescription Services livery is being recalled by manufacturer Athlone Laboratories. The class 2 warning was issued by the MCA on Monday due to incorrect labelling. APS can be contacted on 0800 526989.

With this week's issue...

Make sure that your staff look at the *Over the Counter* which comes with this week's C&D. There is a final opportunity to enter the Miners model competition, as well as the Cow & Gate Milupa assistants module on infant nutrition. The pharmacist's module was in last week's C&D, but to complete the programme you must ensure your staff complete the module in OTC (p26). Also in this issue is a Contraceptive Education Bulletin from the Family Planning Association looking specifically at pharmacists as promoters of sexual health.

Sleepless in Surrey: helping patients to help themselves



About 100 people attended a Lloyds Pharmacy evening on sleep problems last week in Guildford.

The free presentation was part of the company's programme of 'Helping patients to help themselves'. Experts on sleep disorders gave advice on dealing with insomnia, snoring and sleep apnoea. Pharmacists were on hand to talk about products such as Nytol, Nozovent and Breathe Right plastic strips.

Lloyds pharmacists in Surrey have been trained to diagnose sleep-related disorders and offer customers questionnaires in-store to help identify the causes of snoring. Consumer information leaflets are also available and a freephone number has been set up to provide further advice.

The campaign is running throughout Surrey and, following its success, may be extended to other parts of the country.

Gareth McCague, Lloyds pharmacy development manager, commented: "The response we had from the people of Surrey indicates the extent of the problem and clearly shows that more awareness of sleep-related illnesses by the medical profession is needed."

Surrey was chosen as the first area because the NHS in that county does not provide fully for sleep disorders, especially sleep apnoea.

Drug recall 2

Pharmacia & Upjohn is recalling a batch of Maxtrex (methotrexate) Tablets 2.5mg, batch number YLF24A, expiry October 2002, because of a report of a container containing 10mg tablets. The class 2 alert was issued on Monday. Contact: Alex Hall of customer services on 01908 603873.

Premises down again

The number of registered pharmacy premises in Great Britain fell slightly in May and June to 12,229, a decrease of ten on the April figure.

B6 regulation still on the cards

Campaigners against the ban on large doses of Vitamin B6 are on the warpath after a report that Jack Cunningham, the Agriculture Minister, has got the go-ahead for the measure from the Prime Minister.

They accused the Government of acting with 'arrogance' over the consultation period, which finished in June. "They are riding roughshod over the views of thousands of consumers," said one of the campaign's organisers.

The Ministry of Agriculture was refusing to confirm the report, insisting that the officials had yet to compile a report for

ministers on the responses to the consultation and no decision had yet been reached.

It is unlikely any decision will be announced until the autumn, after the recess of Parliament, but normally reliable sources at Westminster said Mr Cunningham had convinced Mr Blair of the need to go ahead with the ban on large doses.

The source said Mr Cunningham was strengthened in his argument by the supply from one manufacturer of a 10mg dose in a bottle carrying a health warning, complying with the proposed regulations. "The industry is

Drugs stockpiled to collect air miles

A Southampton pharmacist who bought drugs at inflated prices, building up a stockpile, told police he had done so to earn air miles and that it was "a matter of greed".

David Slattery, of Marchwood, faced the Statutory Committee of the Royal Pharmaceutical Society in London last week.

It was alleged that his conduct, in ordering drugs while he was employed by J D Mallinson Chemist in Southampton, was dishonest and made him unfit to be on the Register.

David Bradly, for the Society, told the Committee that Mr Slattery bought large quantities of Losec and Prozac from wholesaler Spectrum (now called Medi-Health) at inflated prices compared with the cost of these drugs from other wholesalers.

This practice began in July 1995 and ended in January 1996 when the operations manager saw unpaid invoices from Spectrum.

Mr Bradly said the pharmacist ordered the drugs from Spectrum in order to earn air miles which were used as a promotional aid by the company. When police visited Mr Slattery's home in February 1996 they discovered air miles certificates to the value of 24,350 air miles.

When interviewed, he was "very candid" and admitted the reasons why he bought the drugs from Spectrum. He also acknowledged that a significant stockpile of the drugs had built up at the pharmacy.

Following these revelations he was dismissed by J D Mallinson for gross misconduct in July 1996. He received a police caution for theft in relation to the air-miles.

Mr Bradshaw, operations manager, said the company had lost \$24,000 as a result of these events.

The Committee found misconduct proved and ordered that he be struck off the register.

Portsmouth pharmacist struck off for selling excessive codeine

A Portsmouth pharmacist who sold drug addicts up to three bottles of codeine cough mixture a week to "help them" control their habits has been struck off the register.

Somboon Keophaithool admitted to a disciplinary hearing that he supplied a woman with seven bottles of codeine linctus mixture in five weeks at his Pharmacy in Petersfield, Hampshire.

Committee chairman Gary Flather, QC, said pharmacists should only ever supply a maximum of 100ml of the mixture to "a complete stranger". It took a "very serious view" of pharma-

cists who sold medication in an uncontrolled way, and had no alternative but to strike Mr Somboon off the register, he said.

"Mr Somboon knew he was doing the wrong thing and he went on doing it without seeking help either for himself or for those who he sold the medicine to," Mr Flather said.

Earlier David Bradly, for the Society, told the hearing that Mr Somboon, who had 27 years' experience, was investigated by the Society after it received allegations he was selling excessive quantities of codeine linctus.

A Society inspector, Jacqueline

already geared up to meet the regulations," said the source.

The *Daily Mail* has already sounded the alarm for consumers by reporting that "Fears that high doses of vitamin C could increase the risk of developing cancer and arthritis are to be investigated by Government experts."

A ministry spokesman said: "When people are buying vitamins and minerals they are buying chemicals. If there is a chance that people's health and safety could be compromised by very large doses, it is at that point that we step in and take action."

Riley, was sent on a series of test purchases and bought seven 200ml bottles of the drug between April and June last year.

When interviewed by Mrs Riley Mr Somboon said he was supplying six to seven addicts with two to three bottles a week and he had been for a few years. He said he had never referred them to a drug misuse clinic.

The Committee heard Mr Somboon bought 1,368 200ml bottles of codeine linctus from AAH between November and June last year - nearly half of all the orders the supplier received for the 350 chemists across three counties.

Struck off for profiting from drug expiry date scam

A pharmacist accused of profiting from a drug expiry date scam was struck off last week.

The actions of Jitendra Manilal Gathani of Dulwich Village amounted to serious misconduct. "We cannot possibly overlook or treat this leniently," Statutory Committee chairman Gary Flather, QC, commented.

Mr Gathani, who was the principal shareholder in Underack Ltd, which ran Baba Chemists of Brixton and Westbury Chemists

of Streatham, admitted four allegations.

The batch number and expiry date were removed from Suleo M lotion; an incorrectly boxed nasal decongestant was supplied for a baby instead of saline drops; medication was inadequately labelled; and an incorrectly labelled anti-psychotic drug was supplied to a schizophrenic a year after it had expired.

He denied that he gave instructions for 33,000 Tagamet tablets

to be ordered the same month their shelf life expired, after three patients were found to have been supplied with them, but was found guilty.

One of those involved in the scam had been sacked, the committee heard, and Mr Gathani, the superintendent pharmacist for both shops, explained he had "taken on too much".

He said he was under a strain owing to the acrimonious six year break up of his marriage.

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An end to primary care group hostilities

Over the past few months, there has been a torrent of depressing news on the medico-political front. In particular, GPs' negotiators have been at loggerheads with the Department of Health. So it comes as a surprise that hostilities have ceased and that agreement has broken out on some major issues, mainly affecting the formation and running of primary care groups. With this agreement, the steam has been taken out of the disputes.

The Government has agreed to protect the current independent contractor status of GPs as well as continuing to support the pay review body. This decision will be popular among GPs, but there has been little detail on how the proposals will be put into practice.

Within PCGs local GPs will be left to decide if they want to have a majority membership on the board. They will be able to nominate one of their own to chair the group, and, critically, current GP cash allocations will be preserved within the new PCG budget.

This means that money allocated to staff and premises will be ring-fenced at the present level.

The National Health Service is a potential Achilles heel with voters

and future proofed by an inflation linked allowance. Health minister Alan Milburn also said that GPs' freedom to prescribe and refer in what they see as in the patient's best interest, will be protected.

Perhaps it's not surprising that the Government is settling some of the disagreements. PCGs are one of its prized creations and it doesn't want to see them falter at the starting line. Politicians are acutely aware that the NHS is a potential Achilles heel with voters.

It's not just disagreements over PCGs that have been settled recently. There has been a dispute over payment for giving telephone advice to temporary residents. Now a fee has been agreed which has satisfied most doctors.

So where do we go from here? It looks as if PCGs will get off the ground without too much difficulty. Critics say that they will be the 'fall guys' for decisions over rationing, letting the Government off the hook. Only time will tell. *By Dr Harry Brown, a GP practising in Seacroft, Leeds.*



It takes two to tango in the grey market

I was amazed to read the attack by a 'senior industry manager' on the ethics of community pharmacists (**Industry Viewpoint** July 18). The industry promotes brand equalisation deals and is a willing party to the negotiations in the full knowledge of the effect that this has in the market place! Suppliers could also easily monitor usage and prevent leakage onto the grey market. Alternatively, they could openly compete by lowering their prices!

When double standards were invented both the Government and the pharmaceutical industry were ahead of the pack. It was the Government that unilaterally tore up the cost plus contract. It is the Government that refuses to pay for the service role I am forever being exhorted to adopt, and it is the Government that inexorably turns the discount screw in order to drive the cost of prescription drugs ever downwards.

Yes, I wheel, deal and buy on the grey market. Do I have any other choice when the professional fee payments to pharmacists are so derisory?

And as for ethics, where is the ethics of an industry that actively protects its long-outdated brand names by exclusively supplying them, thinly

Topical Reflections

disguised but prominently printed, as generics to the highest bidder?

If the industry is so concerned over my double standards at seeking out legitimate supplies at the lowest price, perhaps I, too, could be allowed to buy **Xrayser** Distalgesic Co-proxamol, **Xrayser** Amoxil Amoxycillin or even **Xrayser** Tenormin Atenolol.

I do buy on the grey market and am grateful for the crumbs, but it is not my ethics that are questionable. Those who negotiate the deals are fully aware of the consequences. It is their greed that dictates the market. And it takes two to tango!

A change of tack for Norton?

Although I am a member of the Norton scheme, I have never really been convinced of its benefits. I would prefer to buy on the open market at a price I can understand, rather than rely on the promises of equalisation as determined by the exactness of the Norton computer.

Now it seems that Norton may be coming round to my way of thinking. I have just received a printed list of highly competitive special July offers which will be charged at 'Advantage' price and then credits applied in order to net down the price. All very well, except that I will not realise this advantage until I cash in my credits for more stock, and meanwhile Norton are using my money at nil interest.

However, before I could decide whether to order, I received a phone call direct from Norton offering me the same range of products at the straight discounted price. No contest. I ordered direct, got no accumulated credits and full credit terms. My advice to all those, 3,500 Advantage customers is to do the same.

Telesales is a turn off

I find the telephone the most intrusive of inventions. There is an increasing use of telesales by commercial companies, not just for the cold selling of another private health plan, but increasingly as a replacement for that old-fashioned concept, the sales representative.

The telesales person is always polite, but he or she invariably phones at difficult times and is trained to be persistent. I am too polite to be deliberately rude, but in the end, the pressures of an increasingly harassed Dotty and my own frustration often cause me to end the conversation abruptly. Afterwards I feel guilty, though I fail to see why.

I may be old-fashioned, but I enjoy talking to the reps. I find innovative ideas are best sold face to face rather than down the telephone line.

I know telephone sales must be more cost-effective for companies, but as far as I am concerned there can never be any substitute for the representative and their patient presence in the shop is far less frustrating than the persistent ring of that infernal machine!

SCRIPTspecials

Cefzil antibiotic

Cefzil (cefprozil) is a new broad spectrum cephalosporin antibiotic from Bristol-Myers Squibb which comes in 250mg (20, £14.95) and 500mg (10, £14.95) tablets and 250mg/5ml oral suspension (100ml, £15.22).

Bristol-Myers Squibb Pharmaceuticals Ltd. Tel: 0181 572 7422.

Mirena extends to five years

Mirena, the hormone-releasing intra-uterine system, has had its duration of use extended from three to five years. Women who have already used the contraceptive device for three years will now be able to continue for a further two years before a replacement is needed. This licence extension brings the UK in line with other countries where Mirena is available.

Schering Health Care Ltd. Tel: 01444 232323.

Sharps pack

Sharps Injury Prevention Pack (SIPP) is a new kit from Sutherland Health designed for the safe disposal of used needles and syringes. The kit (£9.95) contains a sharpsbox, gloves, forceps, disposable bags and bag clips and antiseptic wipes.

Sutherland Health Ltd. Tel: 01635 874488.

Sleep Well leaflets

The Sleep Council has joined forces with the Royal College of Psychiatrists to produce a new, revised booklet on sleep problems and their management. Copies of 'Sleeping Well' can be obtained from Mary Ayres, Royal College of Psychiatrists, 17 Belgrave Square, London SW1X 8PG.

Cox EC aspirin

Cox Pharmaceuticals has launched Aspirin Tablets 75mg EC in blister packs of 56 tablets (basic NHS price, £3.09).

Cox Pharmaceuticals Ltd. Tel: 01271 311200.

Fucithalmic repack

Due to customer demand, Fucithalmic Viscous Eye Drops have been repacked with a new tamper-evident box and polyfoil laminate tube. The new format is available with immediate effect.

Leo Pharmaceuticals Ltd. Tel: 01844 347333.

Accolate offers alternative to inhaled steroids

Accolate (zaflurkast) is a new leukotriene receptor antagonist launched by Zeneca as an alternative to inhaled steroid introduction in asthma.

Zaflurkast is indicated simply for the treatment of asthma. In clinical practice, this is expected to mean first-line preventative therapy in place of inhaled steroids at step two or as an add-on therapy to inhaled steroids in poorly controlled patients at step three, four or five. The latest British Guidelines on Asthma Management were produced before the introduction of this new class of drug.

Variations in individual response have been noted. However, the early onset of action of zaflurkast (usually within a week) makes it easier to determine whether treatment is effective and whether therapy should be continued.

In a meta-analysis study involving 1,664 patients on β_2 -agonists, zaflurkast was shown to more than halve the risk of asthma exacerbations compared to placebo. In another placebo-controlled study, zaflurkast was

shown to reduce daytime asthma symptoms, decrease night-time awakenings due to asthma, increase morning peak flow rates and reduce the need for inhaled β_2 -agonists/bronchodilators.

Its tablet formulation is also thought to offer additional compliance benefits. In one study, 65 per cent of patients expressed an overall preference for the twice daily Accolate tablet regimen compared to 27 per cent for beclomethasone twice daily inhaler dosing.

The dose for adults and children over 12 years is one 20mg tablet twice daily. It should be

taken regularly even in symptom-free periods and during acute exacerbations. Zaflurkast should be taken on an empty stomach as food may reduce bioavailability.

The drug is contra-indicated in hepatic impairment and moderate to severe renal impairment. No potentially serious drug interactions have been seen. The drug is well tolerated with adverse reactions similar to placebo.

Accolate 20mg comes in packs of 56 tablets with a basic NHS price of £25.69.

Zeneca Pharma. Tel: 01625 712712.



Xepin: antidepressant reformulated as eczema cream

The tricyclic antidepressant doxepin has found a new use as a Prescription Only eczema cream.

Xepin cream contains doxepin hydrochloride (5 per cent w/w), a drug with potent histamine receptor blocking properties. It should be applied thinly three to four times a day to the affected area for the relief of pruritis.

Systemic absorption has been observed, with drowsiness significantly more common where the cream has been applied to

more than 10 per cent of the body surface area. To avoid this, average size patients should not use more than 3g of Xepin per application or more than 12g per day. If drowsiness occurs, the cream should be used less frequently and a smaller area treated. Occlusive dressings or clothing may increase absorption.

Xepin should be used with caution in patients with glaucoma, urinary retention, severe liver disease or mania. Doxepin may

Sandostatin LAR for carcinoma

Sandostatin LAR, Novartis Pharmaceuticals' new long-acting formulation of octreotide, has had its licence extended to include use in gastro-enteropancreatic tumours.

After adequate control has been established with standard subcutaneous Sandostatin, treatment should be started with 20mg Sandostatin LAR given

intramuscularly at four-week intervals. Standard Sandostatin may be continued for two weeks after the depot injection. The dose of the depot may be increased to 30mg or reduced to 20mg every four weeks.

Sandostatin LAR is also indicated for acromegaly.

Novartis Pharmaceuticals UK Ltd. Tel: 01276 692255.

interact with alcohol, monoamine oxidase inhibitors, cimetidine and other drugs metabolised by hepatic microsomal enzymes.

A 30g tube has a basic NHS price of £12.61.

Bioglan Laboratories Ltd. Tel: 01462 438444.

Pylobactell H pylori test on FP10

Pylobactell is a new *Helicobacter pylori* detection kit available on an FP10 (basic NHS price, £25).

The test consists of a 100mg tablet of ^{13}C urea which is dissolved in water and drunk by the patient. The patient provides breath samples before and after taking the solution which are then sent to the manufacturer for analysis. *H. pylori* produces urease which breaks down urea into ammonia and carbon dioxide.

BSIA Ltd. Tel: 0181 847 3955.

Can you offer the thrush treatment picked by 82% of women?



Canesten can.

Recent research* confirms that 8 out of 10 women would pick Canesten Combi as their first choice. Perhaps this is

because Canesten Combi is the only treatment that relieves the itch immediately and clears the infection fast.

Canesten® Combi

Clotrimazole 1%

Indged product information for Canesten Combi. Presentation: A single Canesten 1 pessary (containing 500mg Clotrimazole BP), plus a 20g tube of Canesten cream (containing 1% Clotrimazole BP). Indication: Dosage: Pessary for candidal vaginitis, cream for associated vulvitis and treatment of sexual partner to prevent re-infection. Adults (16-60): The pessary should be inserted into the vagina using the applicator. cream should be applied night and morning to the vulva and surrounding area and/or to the partner's penis to prevent re-infection. Contra-indications: Hypersensitivity to clotrimazole. Warnings: Pregnancy. Only under supervision of a doctor. Side-effects: Rarely local mild burning or irritation immediately after use. Hypersensitivity may occur. Legal category: P. Package quantity and cost price: 1 x 500mg pessary packed in, plus a 20g tube of Canesten Cream. An applicator for the pessary is included. £4.50 (PL 0010/0016R (cream) (PL 0010/0083 (pessary)). Product Licence holder: Bayer plc, Consumer Care Division, Bayer House, Bury Hill, Newbury, Berkshire, RG14 4JA. Date of preparation: June 1998.

*Data on file. Usage and Attitude study, June 1997.

COUNTERpoints

Veno's relaunches for more brand awareness

Veno's, the leading range of GSL branded cough medicines, has been relaunched with fresh, new pack graphics to reflect its revised positioning as a more integral part of the Beechams range of cold, flu, sore throat and cough medicines.

The Beechams triangle icon, introduced across the rest of the Beechams range last year, now appears on all Veno's packs against a Beechams dark blue.

Individual variants within the range remain recognisable through

their existing pack colours: yellow for Honey & Lemon for Tickly Coughs (100ml and 160ml), orange for Expectorant for Chesty Coughs (100ml and 160ml) and pale blue for Dry Coughs (100ml).

Veno's will benefit from all future range promotions, including heavyweight television support planned for the autumn.



Smithkline Beecham Consumer Healthcare. Tel: 0181 560 5151.

New sales drive for Cool-X

Robinson Healthcare is driving sales of its Fast Aid Cool-X ice cold plasters with promotion in pharmacies and in the

editorial pages of sporting magazines.

To demonstrate the therapeutic effect of Cool-X on sprains and bruises, Robinson is offering pharmacies free product to cut and use as samples for both staff and customers. The large Cool-X plasters (14x10cm) are designed for application over sprains, strains and bruises. Removal of a protective film activates the plaster as it plunges in temperature to cool the affected area rapidly, lasting up to six hours.

Fast Aid Cool-X retails at \$3.99 for a pack of three ice cold plasters.

Robinson Healthcare. Tel: 01246 505117.



Heinz Pure Juice has twins

Heinz is set to strengthen its position in the ready-to-drink baby juice market with this month's launch of single serve Pure Juices in twin packs.

The two flavours available in the new 2x125ml size (\$0.89) will be Apple & Cherry and Pear, both suitable for babies from four months onwards. The single serve format has been

introduced to complement the 750ml size to appeal to a younger age group and for out-of-home usage among older children.

The launch will be supported by money-off coupons in *Baby and Home* magazine and advertising in the parentcraft press.

Heinz Infant Feeding

Tel: 0181 848 2256.

Clearblue's Molly finds more fame on display material

Molly, the gherkin craving heroine of Clearblue's TV and print campaigns, is its new PoS star. Appearing on new display packaging, showcards, a window sticker, shelf-edgers, a

wobbler and a leaflet dispenser, Molly should attract consumer recognition, says Unipath's Jane Machin. She adds: "The leaflet dispenser is particularly effective as its adhesive

Benylin aids diagnosis

Anticipating the cold and flu season, Benylin has produced a free advice booklet and a handbag sized diagnostic aid, the Cough Counter. Each gives advice and tips on treating colds, coughs and flu and features sections for adults and children. Write to Benylin at the address below for a free stock of booklets and user-friendly Cough Counters.

Benylin Booklets, 37 Soho Square, London W1V 5DG.

Tongue cleaners

Tocola's Tongue Cleaner (£2.35) is an easy-clean, plastic looped handle which is gently stroked down the length of the tongue, removing the bacterial coating and helping to prevent bad breath.

Grafton International. Tel: 01543 480100.

New pack design boost for Aveeno

The Aveeno range of dry skin products has been given a boost with a new modern pack design which aims to emphasise the natural properties of the treatments. Although available over the counter, 90 per cent of Aveeno's sales are through prescription.

Aveeno's formulation features colloidal oatmeal, which has long been known to be an effective anti-pruritic and cleansing agent. Used in a range of dry skin conditions, including eczema, the oatmeal in Aveeno acts like a natural sponge. Each oatmeal particle holds cleansing,

of sale material to supplement its existing dedicated teenage marketing campaign, Thrush advice line (0845 758 5030, 7.30am-11pm, seven days a week, local rates) and web site. PoS from Ceuta Healthcare. Tel: 01202 780558. **Bayer.** Tel: 01635 563000.



back means it can be positioned in a variety of locations, for example next to SanPro." The new material is available now from Unipath's free phone number:

Tel: 0800 267 448.

moisturising and protective agents which are released onto the skin, just like water when a sponge is squeezed.

The range includes a cream, bath oil and oiled bath additives.

Bioglan Laboratories.

Tel: 01462 438444.



Who can attract more customers into your pharmacy?



Canesten can.

Canesten Combi is back on TV from August as part of our ongoing £5 million support programme. We're building on the

success of last summer's campaign where our sales increased by 40%*. So make sure you're ready for the demand.

Canesten® Combi

Clotrimazole 1%

ridged product information for Canesten Combi. **Presentation:** A single Canesten 1 pessary (containing 500mg Clotrimazole BP), plus a 20g tube of Canesten cream (containing 1% Clotrimazole BP) **Indication** **Dosage:** Pessary for candidal vaginitis; cream for associated vulvitis and treatment of sexual partner to prevent re-infection **Adults (16-60):** The pessary should be inserted into the vagina using the applicator cream should be applied night and morning to the vulva and surrounding area and/or to the partner's penis to prevent re-infection **Contra-indications:** Hypersensitivity to clotrimazole **Warnings:** Pregnancy: Only under supervision of a doctor. **Side-effects:** Rarely local mild burning or irritation immediately after use. Hypersensitivity may occur **Legal category:** P **Package quantity and cost price:** 1 x 500mg pessary packed oil, plus a 20g tube of Canesten Cream. An applicator for the pessary is included, £4.50 (PL 0010/0016R (cream) (PL 0010/0083 (pessary))) **Product Licence holder:** Bayer plc, Consumer Care Division, Bayer House, Fawberry Hill, Newbury, Berkshire, RG14 1JA **Date of preparation:** July 1998

*Source Bayer Ex-Warehouse Sales



SEE CAMBRIDGE COUNTERPAIN EDUCATION MODULES

WHICH BRANDS ARE AFFECTED BY THE NEW ANALGESIC REGULATIONS?

The Government acknowledges that the analgesics paracetamol and aspirin are safe and effective when used at the recommended dose. The new restrictions imposed are part of a drive to further improve customer safety when using these medicines.

From September 16th 1998, the largest pack size of analgesics available by law in pharmacies will be 32 tablets/capsules.

Products affected include:

- Aspirin – tablets/capsules
- Paracetamol – tablets/capsules
- Combinations containing aspirin or paracetamol – tablets/capsules

Note that in some cases only the larger pack sizes will be affected.

Products not affected include:

- Effervescents
- Suppositories
- Powders/Granules
- Ibuprofen preparations

If you are unclear about whether any of the products you stock are now restricted, please ring the Whitehall Anadin Helpline (0800 269 034), or call the manufacturer direct.



The Anadin Helpline is on 0800 269 034

From



Whitehall Laboratories
Makers of
ANADIN* & ADVIL*

*Trade Mark

Timotei relaunches – naturally

Elida Fabergé has repositioned its Timotei brand as 'Nature's Recipe for great-looking hair', with new sizes and graphics for the existing Timotei variants, and a new variant, Orange & Mint for Fine/Lifeless hair, to add zest to the mix.

The new 'Nature's Recipe...' platform builds on Timotei's heritage, updating the brand and meeting today's trend for natural, ingredient-led products.

Timotei is also making life easier for retailers by simplifying its range pricing. All 250ml shampoos will now retail at £1.69, and all 400ml shampoos and the 400ml conditioner at £2.69.

The relaunch is backed by an extensive support programme,



including a national \$500,000 poster campaign.

Elida Fabergé.
Tel: 0181 481 6000.

Carex cleans up with new range

Following the successful relaunch of Carex Antibacterial Handwash, the Carex Personal Wash range is now available with Dermacleans – a new moisturising system with antibacterial action derived from natural oils, suitable for use all over the body, even on sensitive skin.

The new Carex Dermacleans Personal Wash range, available in-store from 17 August, also includes a new variant – Soothing Aloe Vera and Eucalyptus. The light fresh fragrance is designed to relax body and mind, with the reassurance of clean, healthy feeling skin.

The launch is being supported by a sampling programme planned for September, followed by a TV advertising campaign in October.

Cussons (UK) Ltd. Tel: 0161 491 8000.



More riches from the Dead Sea

As part of its advanced range of body, hair and face care products, Ahava has launched an all new Mineral Shower Gel (250ml, £6.99). The gel is a soap-free product which utilises all the moisture-giving benefits of Dead Sea minerals, plant extracts and other natural moisturisers like aloe vera.

The inclusion of Mineral Skin Osmoter (MSO), a unique Ahava-specific formulation of Dead Sea minerals effective for the self-repair of the skin, actively promotes the product's essential ingredients allowing them to be absorbed rapidly. This leads to softer, smoother more hydrated skin.

Ahava UK. Tel: 01452 864574.

Manicare success grows

Superdrug is set to expand its distribution of nail and cosmetic accessories brand Manicare.

Currently available in 200 Superdrug stores nationwide, the brand is set to expand into a further 265 stores. The 465

Superdrug stores will stock 22 Manicare lines covering all aspects of nail care, in addition to a selection of products such as cosmetic sponges, brushes and eyelash curlers.

Laughtons.

Tel: 0121 436 1114.

Arrid XX campaign back on TV

The second phase of the advertising campaign to support the launch of Arrid XX, the 'extra extra' dry antiperspirant deodorant, will be on air from August 3 until September 6.

The £1.5 million campaign consists of three ten second ads, set in a swimming pool,

shower and jacuzzi, which communicate the benefits of using Arrid XX in different 'wet to dry' situations.

Carter-Wallace is supporting the TV campaign with PR activities in the women's consumer press.

Carter-Wallace.

Tel: 01303 850661.

ON TV NEXT WEEK

Colgate Total: All areas

Centrum Select 50+: C4

Imodium Plus: All areas

Kodak Gold Ultra film: All areas

Kodak Photo Service Plus: All areas

Listerine antiseptic mouthwash: GTV, STV, G, A, M, ITV

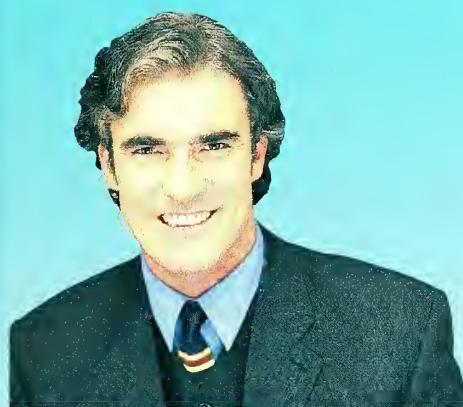
Poli-Grip: All areas except B, CTV, W, C4, GMTV, TSW

Slim Fast: All areas

Wella Shock Waves: Sat

A Anglia, B Border, C Central, C4 Channel 4, C5 Channel 5, CAR Carlton, CTV Channel Islands, G Granada, GMTV Breakfast Television, GTV Grampian, HTV Wales & West, LWT London Weekend, M Meridian, Sat Satellite, STV Scotland (central), TSW TV South West, TT Tyne Tees, U Ulster, W Westcountry, Y Yorkshire

ADULTS NEED FLUORIDE TOO



**67% OF DENTATE ADULTS HAVE
GINGIVAL RECEDITION¹**



**30% OF ADULTS HAVE
REDUCED SALIVA FLOW²**



**32 MILLION TEETH REQUIRING
CARIES TREATMENT³**

As many as a third of adults aged 45 plus have 12 or more teeth with exposed root surfaces³. The exposure of roots increases the risk of caries developing on these difficult to treat surfaces. As more adults retain their teeth into older age root caries will become an increasing problem.

As many as 30% of adults suffer from dry mouth². Apart from the ageing process, xerostomia can result from disease, or radiotherapy and is frequently associated with the use of drugs such as hypertensives.

The 1988 Adult Dental Health Survey indicated that there were 32 million teeth that required treatment for caries or unsound restorations. In a recent study 44% of 3,290 regular dental attenders required treatment for caries during a three year period. The mean number of teeth treated for caries was 0.8 with 1.55 surfaces. Data on file.

FLUORIGARD: A FLUORIDE SOLUTION FOR ALL YOUR CARIES RISK PATIENTS

- Clinically proven caries protection
- Choice of gel or rinses
- Suitable for all caries risk adults and conditions
- Allows recommendation of flexible treatment regimes

Colgate
Oral Pharmaceuticals

Worldwide leaders in oral care.

References: 1. Todd J E, Lader D. Adult dental health 1988 United Kingdom London HMSO 1991
2. Edgar W. M Saliva: its secretion, composition and functions. Br Dent J 1992; 172: 305-312
3. Downer M C. The improving dental health of United Kingdom adults and prospects for the future. Br Dent J 1991

Abridged product information:

FluorGard Daily rinse: 0.05% w/w Sodium Fluoride in a mint flavoured solution containing 4.6% alcohol.
FluorGard Weekly rinse: 0.2% w/w Sodium Fluoride BP in a mint flavoured solution containing 4.6% alcohol.
FluorGard GelKam: 0.4% w/w Stannous Fluoride USP in a clear mint flavoured gel.



Uses: To aid in the prevention of dental caries and decalcification

Legal category: Daily - GSL, Weekly - P, GelKam - P

Product licence number: Daily - 0049/0012, Weekly - 0049/0019, GelKam - 0049/0028

Toothbrush for cat-loving kids

Smithkline Beecham is launching Purflex (\$2.29), a companion to the successful Flexosaurus dinosaur toothbrush launched early last year.

The new feline-shaped toothbrush has a striking handle with additional rubber for all-round grip, and it is the first children's toothbrush to feature a clip-cap styled as a cat's head to protect the brush. Character



brushes can play an important part in a child's oral care routine by introducing fun into the daily regime, and giving children a 'friend' in the bathroom.

Consumer press will be used to support the launch this autumn, with a campaign valued at \$150,000.

Smithkline Beecham Consumer Healthcare.
Tel: 0181 560 5151.

Brand new look for Tuesdays Girl cosmetics



Tuesdays Girl cosmetics has given its own name brand a facelift, with sleeker packaging, new formulations and more elegant colours aimed at the sophisticated consumer.

The relaunched products are now available and comprise an entire range of cosmetics as well as gift packs, designer perfumes and aftershaves.

Tuesdays Girl.
Tel: 0161 833 9163.

Foamburst gel goes on holiday

Imperial Leather Foamburst Gel is teaming up with Thomson Holidays to offer samples to British holidaymakers in the popular tourist resorts of Ibiza and Majorca.

On arrival in their chosen resorts, thousands of families will be given full size samples of

Foamburst Gel to try while they are away.

The sampling programme is running throughout the key months of July and August when the vast majority of British families go away.

Cussons (UK) Ltd.
0161 491 8000.

Kodak back for the bank holiday

Kodak is repeating its national TV burst for Kodak Photo Service Plus for the August bank holiday, for a week from August 26 until September 2.

The current run is due to finish on July 31 and uses Kodak's traditional 'wedding pictures' theme to promote the new service which offers prints in a plastic box rather than a wallet.

Kodak
Tel: 01442 261122.

Paul Murray makes bathtime more fun for kids

Paul Murray has introduced three new products to make bathtime more fun for kids.

The first two are 3-D Laser Cut Sponges shaped either as whales in lilac and mint green (\$1.49), or as a duck in yellow (\$0.99). Both are distributed in Meridiana flow-wrap, bar coded bags.

The Octopus Shower (\$4.99) has a simple hand pump/vacuum which allows

water to be sucked up and then squirted out in a fine spray. Not just a novelty, but excellent for coaxing

the reluctant hair washer into having a rinse!

Paul Murray.
Tel: 01703 268444.



PRODUCT INFORMATION: NUROFEN ADVANCE

Tablet containing: 342 mg of ibuprofen lysine (equivalent to 200 mg ibuprofen). Also contains: Povidone, Microcrystalline Cellulose, Magnesium Stearate, Hydroxypropylmethylcellulose, Hydroxypropyl Cellulose, Titanium Dioxide (E171). Indication: For the relief of mild to moderate pain, including headache, rheumatic and muscular pain, backache, neuralgia, migraine, dental pain, dysmenorrhoea, feverishness, symptoms of cold and influenza. Dosage: In Adults and Children 12 years of age and older – Initial dose: 2 tablets with water followed by 1 or 2 tablets every 4 hours if necessary. Do not take more than six tablets per day.

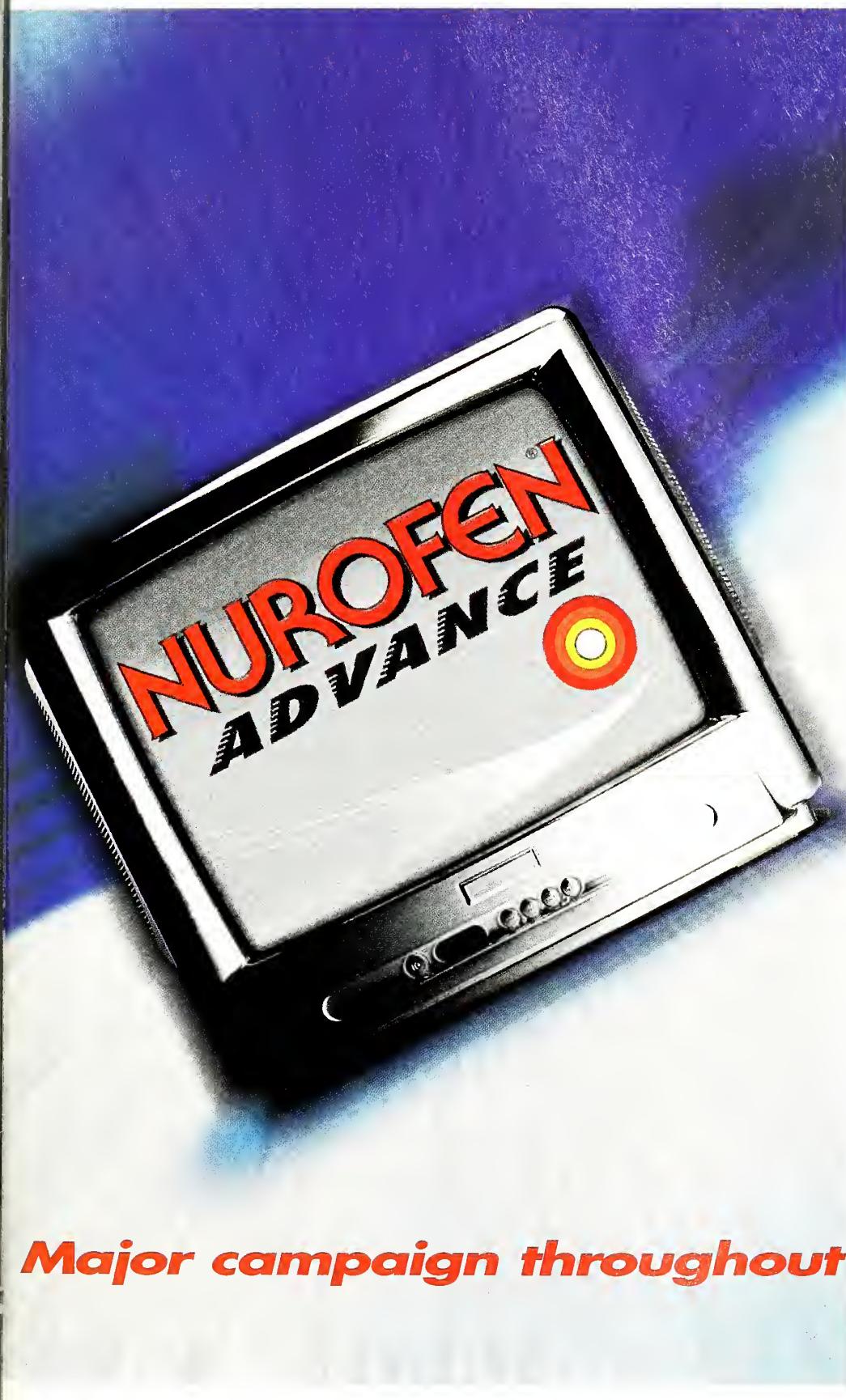
Precautions and Warnings: History of hypersensitivity to any component of this product or to any non-steroidal anti-inflammatory drug. Cross reactions may occur with this drug class. Active gastrointestinal ulcer. Children under 12 years. Precautions: patients will be instructed to consult their doctor if symptoms persist for more than three days. Patients should seek medical advice if pain or fever worsen, or new symptoms occur. Use Nurofen Advance with caution in patients with asthma or a history of asthma. Side effects: the following, although not exhaustive may occur with Nurofen Advance/or ibuprofen. Common (>1%): dizziness, epigastric pain, fatigue, headache, dyspepsia, diarrhoea, nausea, rash. Less common (0.01-1%): allergic reactions (swelling, hives), rhinitis, GI bleeding, peptic ulcer, insomnia, visual disturbances, hearing disturbances. Rare (<0.01%): oedema, leucopenia, thrombocytopenia, aseptic meningitis (usually in patients with autoimmune disease), GI perforations, liver function abnormalities, depression, renal dysfunction. Nurofen Advance like ibuprofen acid may prolong bleeding time by reversible inhibition of platelet aggregation. **Product Licence Number:** PL 13249/0001. **Licence holder:** Johnson & Johnson MSD Consumer Pharmaceuticals HP10 9UF. **Manufactured by:** Merck Manufacturing Division, NE23 9JU. **Legal Category:** P. **Price:** Nurofen Advance 10s £1.65, 20s £2.89, 40s £5.45. **Date:** November 1997. **References:** 1. Nelson SL, Brahim JS, Karn *et al.* Clin Ther 1994;16:458-465. 2. Mehlisch DR, Jasper RD, Brown P *et al.* Clin Ther 1995;17:852-860. 3. Hummel T, Huber H, Kobal G. Pharmacology Communications 1995;5:101-108. 4. Cooper SA, Reynolds DC, Gallegos LT *et al.* Clin Pharmacol and Ther 1994;55:126 and Data on file, Boots Healthcare International.



CROOKES
HEALTHCARE

www.nurofen.com

Advance hits TV



Nurofen Advance
bursts onto screens
nationwide in
August with a
massive £2.5m TV
campaign.

Nurofen Advance is a unique Pharmacy only innovation which contains ibuprofen lysine. A number of studies have each shown that ibuprofen lysine gets to work significantly faster than solid dose forms of aspirin,¹ paracetamol² and even standard ibuprofen.^{3,4}

This new TV campaign will fast forward customers into your pharmacy – so bring your customers up to speed and recommend fast-acting Nurofen Advance to provide rapid pain relief for them and rapid profits for your pharmacy.

Major campaign throughout August

Faster by Design



You like them so much we're extending the offer!



NEW OFFER ENDS 30th SEPTEMBER 1998

Our ONE TOUCH® meters have been selling like hot cakes in pharmacies throughout the UK! And for every meter sold we have reimbursed the lucky pharmacy £20!

As you like the meters (and the £20 notes!) so much, we are extending the offer.

Our specialist national sales team continue to visit diabetes clinics in both hospitals and general practice, demonstrating the meters, explaining the offer and explaining where it is available...that can mean your pharmacy, if you participate!

Phone now for a new supply of vouchers or for further information about how to participate. You'll like the result!

**LifeScan Customer Care
Freephone:**

0800 121200

LIFESCAN

a **Johnson & Johnson** company

Get the young men on side

If multiple pharmacies can make a success out of male toiletries, so can independents, as Guy L'Aimable reports

Why are toiletry sales falling in pharmacies? Elida Fabergé's research suggests multiple pharmacies' share of the male toiletries market fell a fraction to 24.8 per cent last year, while independent pharmacies' share dipped 1.1 percentage points to 3.9 per cent.

Considering the market's sales rose 8.8 per cent to \$300m last year, according to Elida Fabergé, someone must have benefited. Step forward multiple grocers, whose share rose 3.1 per cent to 39 per cent.

'One-stop' supermarket shopping is an obvious attraction to consumers, but surely toiletries is an ideal pharmacy area? Consumers can browse casually without being bumped by heavy shopping trolleys and baskets. They have time to sniff various brands. Pharmacies need to get the message across that they sell toiletries – and display these brands better.

It's not a lost cause, as some teenagers would agree. A panel of them recently fielded questions about toiletries at a reception held by Dana International, which produces Insignia.

When asked how many of them would buy toiletries at a pharmacy, one teenager said he would because the outlet is more convenient – he lives down the road from a pharmacy. Another said: "I might go to a chemist if I saw more ads [promoting it as a place to buy toiletries]." A colleague said some toiletries, such as body sprays, are cheaper in pharmacies than elsewhere, while another added: "I'd only go there if I knew what I wanted and I knew the chemist had it."

Just as telling are the comments of those who shun pharmacies: "A chemist is too specialist. You only go there for prescriptions – I don't know anyone who goes there [for toiletries]." And: "It's not the place to look for well known brands from Calvin Klein or Tommy Hilfiger."

It's tempting to dismiss these attitudes, but do so at your cost. Mintel, the market researcher, says 15-24-year-old males are the



sophisticated products, such as fine fragrances and skin care brands. Men's grooming manufacturers are more interested in Laddish man and Cool, arty and urban man, according to Mintel, because of their willingness to try new products, and the size of their wallets.

● **Toiletries indulgers** 20-24-year-olds who are confident about using grooming products and favour fragrance products, mass market or exclusive.

● **Open to persuasion** 15-19 years old and an important target. As he is still forming his grooming habits, he could change them abruptly. Mintel says many brands' success will depend on how well they target this consumer.

Whatever 'type' of man enters the pharmacy, he'd appreciate a layout that makes it easy to choose his male grooming products. Research commissioned by Dana International suggests teenagers would like to see male toiletries situated away from female brands.

Many feel too embarrassed to browse near the female toiletry section. Gillette says male grooming fixtures should ideally be sited next to 'commoditised categories' that men feel comfortable with, such as soap and toothpaste.

Teenagers Dana spoke to said they would like to see male toiletries among razors and shaving foam. The boys believe testers are important, although some are still too shy to use them. A few feel self-conscious because they think other consumers believe they're stealing the brand being tested. As a result, some boys tend to ignore trial products and pick a familiar brand, whether they want to or not.

Continued on P18 ▶

Top 10 prestige fragrance brands – 1997

Producer	Brand	Sales
Calvin Klein	Eternity	£7.2m
Aramis	Aramis Classic	£5.8m
Ralph Lauren	Ralph Lauren	£5.3m
Christian Dior	Fahrenheit	£5.1m
Calvin Klein	Obsession	£4.6m
Yves Saint Laurent	Kouros	£4.0m
Eurocos	Boss	£4.0m
Ralph Lauren	Polo	£4.0m
Issey Miyake	L'Eau d'Issey Pour Homme	£4.0m
Antonio Puig	Paco Rabanne	£3.3m

Source: Datamonitor

Relax!

DIOCALM'S SUCCESS IS SET TO RUN AND RUN

Last year, Diocalm Ultra was the fastest growing Loperamide brand*, with sales up an incredible 36%* - thanks to you and our extensive radio and women's press campaign. This year sales are set to move even faster.

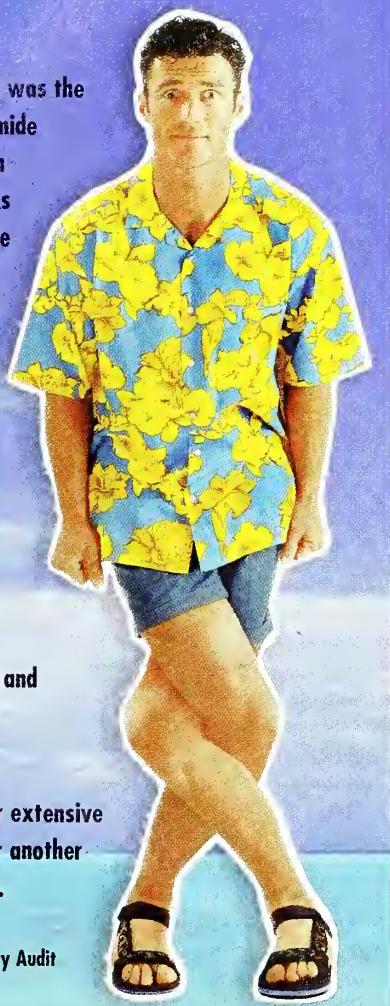
● Hard hitting national radio advertising campaign

● Striking campaign in women's press

● Excellent trade deals and cash profit opportunity

So relax - with your recommendation and our extensive campaign, you're set for another Ultra successful summer.

*Source: Independent Pharmacy Audit



NOTHING STOPS DIARRHOEA FASTER

Seton
Healthcare Group plc

Contains Loperamide. Always read the label. Diocalm is a Trade Mark of Seton.

ALSO AVAILABLE: DIOCALM DUAL ACTION - FOR ADULTS AND CHILDREN FROM 6 YEARS.

Diocalm Ultra Abbreviated Product Information. Presentation: Blue and white capsules containing 20mg of Loperamide Hydrochloride EP. Indications: For the symptomatic treatment of acute diarrhoea. Legal Category: P. Product Licence Holder: Seton Products Ltd, Oldham. Diocalm is a Trade Mark of Seton. Further information is available on request from the Licence Holder.

Retail per cent share of male toiletries market - 1997

Multiple grocers	39.0
Multiple pharmacies	24.8
Multiple drugstores	10.4
Other pharmacies	3.9
Other outlets	21.9

Source: Elida Fabergé

◀ Continued from P17

"If the shelf doesn't have testers, the boys think most of the cans in the front are half full because they have been used, so they go for cans at the back of the shelf. This often causes a mess as cans fall on the floor," says Informer Interactive Research, the consultancy that conducted Dana's research.

Older men, according to Mintel, are generally reluctant to shop for toiletries. Forty-two per cent prefer to browse, while another 25 per cent say they do not need advice.

Men aged 20-24, it adds, are much more likely to enjoy shopping and they usually favour sophisticated brands, such as CK One and Tommy Hilfiger.

"However, most men under 24 use integrated ranges for their daily grooming needs, particularly favouring Gillette products, which are targeted at the active young man concerned about personal hygiene and improving his appearance," says Mintel.

Teenagers prefer mass market brands and, according to Mintel, buy body sprays as inexpensive alternatives to fragrances. They also enjoy using a wide range of grooming products.

The influence of men's fashion magazines is well documented. While *FHM* and *Loaded* are the most popular titles, a Mintel survey found they are read by only one in ten respondents. As their readers are the big spending under 24-year-olds, the magazines' influence on grooming products far outweighs their circulation numbers.

Mintel expects the male grooming market, which includes fragrances, to be worth \$557 million this year. Fragrance sales account for 48 per cent of

the market, although Mintel says some of the best recent growth stems from new grooming sectors, such as body sprays, shower gels and skin care.

Luxury tastes

When a growing economy leads to a fatter wage packet, you not only spend more on holidays, you buy expensive fragrances. That explains why 'fine fragrances' have been chipping away at the mass market's sales for a few years. From 1992-97, according to Datamonitor, mass fragrances' sales have fallen \$7.1m to \$60.2m, while fine fragrances have grown \$33.4m to \$177.5m.

Other factors drawing those all important wallets are stores offering discounts; fine fragrances' strong advertising campaigns; and product launches.

With consumer confidence waning following a series of interest rate hikes, and with the UK economy slowing down, some men might yet drift back to the mass fragrance market.

Elida Fabergé believes mass male fragrance sales have been relatively static because consumers tend to favour lower priced lines, such as deodorants, at the expense of the fragrances.

Manufacturers and retailers, it says, should encourage younger men to trade up.

Pharmacies still account for the lion's share of male fragrance sales - the bad news is that independent pharmacies' share is slipping (see table, p22).

What's new?

● In September, Procter & Gamble will launch Boss - aimed at ABC1 men aged 26-40 - to complement its existing Boss lines. The latest range has a sweet and woody scent - its promotional campaign will include television advertising and the distribution of one million samples.

Boss products range from an eau de toilette natural spray (100ml), retailing at \$36 to a deodorant stick (75ml) at \$16.

● Lynx Apollo, Elida Fabergé's latest fragrance range is being backed by a heavyweight promotional campaign, including TV promotion until August, cinema campaign and scented press ads.

Continued on P20 ▶

Male fragrance market sales

Category	1996	1997
	£ million	£ million
Fine fragrances	165.0	177.5
Mass fragrances	61.6	60.2
Total	226.6	237.7

Source: Datamonitor



Number two mass fragrance: Lynx

Relieving heartburn in pregnancy

The burning feeling that millions of women experience during pregnancy isn't just the heart-warming excitement of feeling their baby kick and grow; it's heartburn. And that's when Gaviscon Advance is an ideal solution.

Many mothers-to-be expect to suffer from constant nausea, aching legs and, in some cases, haemorrhoids. But heartburn? It's seldom mentioned even though it's no more bearable than the rest. That's why a regular stream of expectant mothers will beat a path to your counter in search of rapid relief. Gaviscon Advance is an ideal recommendation because it offers instant, soothing relief with every dose, and provides a longer-lasting barrier than regular Liquid Gaviscon*.

However, expectant mothers are more aware than most of their own health. Some may be concerned about taking medicines during pregnancy, so there are a number of questions you are likely to be asked...

What is heartburn and why is it common in pregnancy?

This mother-to-be may think she's producing too much stomach acid so you need to allay her fears. Heartburn is not too much acid; it's only acid in the wrong place - a problem made worse in pregnancy because a release of hormones causes the muscular closure at the stomach entrance to relax. In addition, growth of the baby puts extra pressure on the stomach. Both of these cause stomach acid to be pushed back up the oesophagus, resulting in heartburn. Large meals, spicy food, caffeine and eating whilst lying down may exacerbate these symptoms.

What treatment is safe to take during pregnancy?

Gaviscon Advance has a natural alginate seaweed base and is even lower in sodium than regular Liquid Gaviscon. As alginates are not absorbed into the bloodstream, it's a good choice for pregnant women. It simply forms a protective layer on top of the stomach contents, keeping acid down in the stomach whilst food is being digested.

What will give instant, soothing relief from heartburn in pregnancy?

The customer who wants instant, soothing relief from heartburn is the ideal recipient for Gaviscon Advance. Like regular Liquid Gaviscon, it soothes the burning feeling on the way down and is also taken in smaller doses for ease of use. Other useful tips include eating smaller meals at regular intervals throughout the day and raising the head of the bed slightly whilst sleeping.

How long will heartburn last for?

The bad news is that, unlike morning sickness, heartburn is likely to worsen as the baby grows bigger, making Gaviscon Advance an ideal treatment for millions of mothers-to-be. The strong barrier it creates has been proven to be 20 per cent* longer-lasting than regular Liquid Gaviscon and is effective in 84 per cent** of heartburn cases.

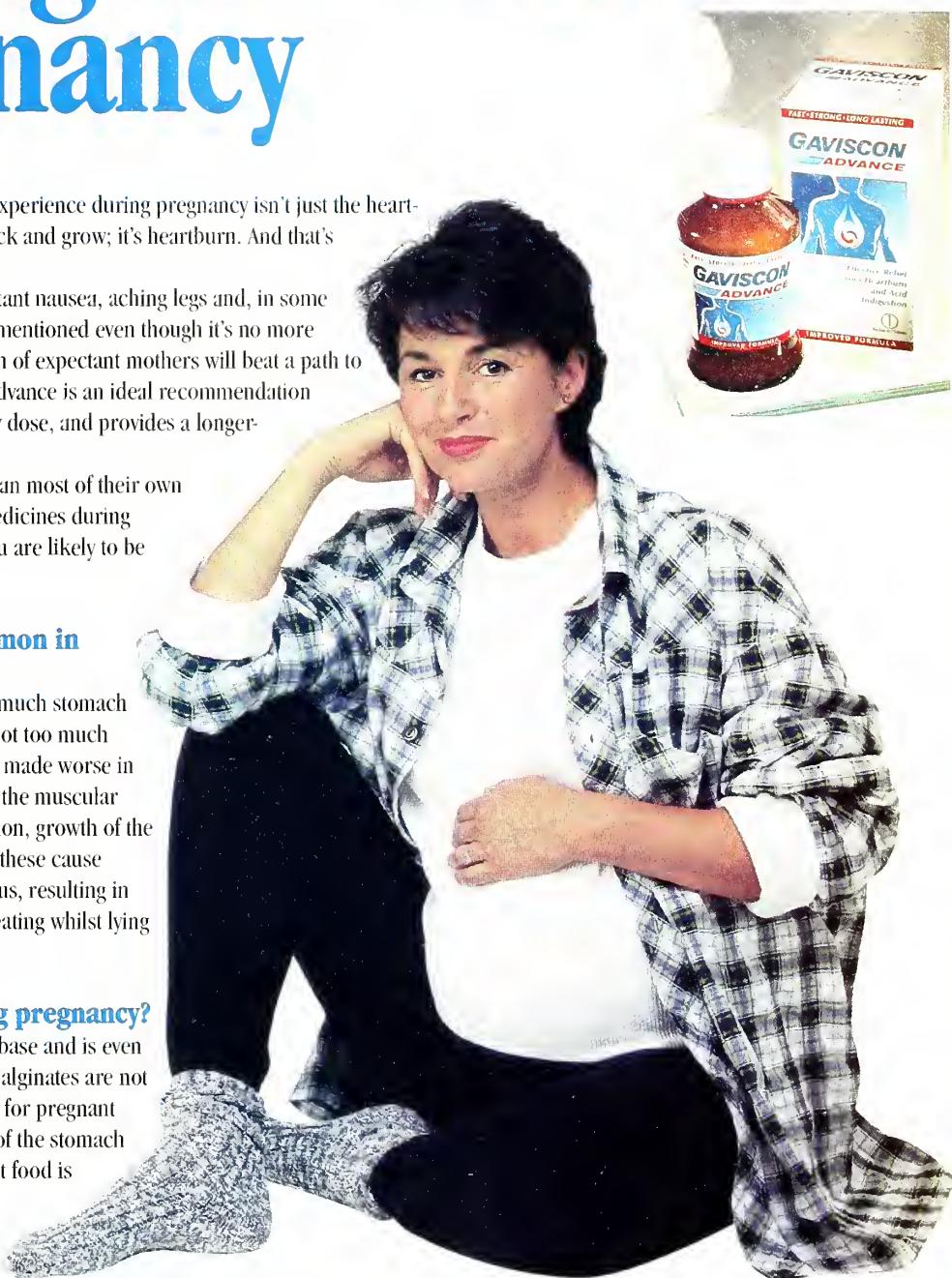
Pregnancy is a challenging time even without heartburn, so do your expectant customers a favour and make sure they benefit from Gaviscon Advance. Remember, if you are unsure of what to recommend to your customers, ask the pharmacist to speak with them.

*Source: *J. Pharm. Pharmacol.* (1997) 49 (suppl 4): 73

**Source: R&C data on file

GAVISCON ADVANCE ESSENTIAL INFORMATION

Active Ingredients: Sodium alginate BP 1000 mg and potassium bicarbonate USP 200 mg per 10 ml dose. Also contains ethyl and sodium butyl hydroxybenzoates and sodium saccharin.
Indications: Gastric reflux, reflux oesophagitis, heartburn, hiatus hernia, flatulence associated with gastric reflux, heartburn of pregnancy. All cases of epigastric and retrosternal distress where the underlying cause is gastric reflux.
Dosage Instructions: Adults and children over 12: 5-10ml after meals and at bedtime. Children under 12: Only on medical advice.
Contraindications: Hypersensitivity to any of the ingredients. Precautions and Warnings: Each 10 ml dose contains 4.6 mmol (106 mg) sodium and 2.0 mmol (78 mg) potassium. If symptoms do not improve after seven days, the doctor should be consulted. Side-Effects: Very rare hypersensitivity reactions. Retail Price: 140 ml £3.90 Marketing Authorisation: 0063/0097 Supply Classification: Pharmacy medicinal product. Holder of Marketing Authorisation: Reckitt & Colman Products Ltd, Dansom Lane, Hull, HU8 7DS Date of Preparation: May 1998
Gaviscon is a trademark.





Fusion: number ten mass fragrance



Aquatonic is number eight

► **Continued from P18**

Apollo prices include \$2.39 for a 150ml body spray and \$7.45 for a 100ml aftershave.

Aquatonic, meanwhile, is being supported by a \$2.5m spend this year.

Elida Fabergé has also launched Physio Sport, a range aimed at sport-loving men and women. It predicts the range will be worth \$40m in the UK by 2000. Physio Sport's lines include a Dry antiperspirant roll-on at \$1.60 and a Hydrate body lotion at \$5. Elida Fabergé is backing the range with a \$10m programme.

● Dana has relaunched Insignia after acquiring the brand from P&G last year. The company says Insignia has been repackaged and repositioned following intensive research into its key 11-19-year-old male market.

Insignia's prices range from \$2.25 for a body spray to \$6.95 for the aftershave. The range is being supported by a heavy-weight promotional campaign that includes television and cinema advertising, and posters.

● Le Roy Soleil Homme is the latest range from Les Parfums Salvador Dali. Its lines include a 100ml eau de toilette spray at \$33 and a 200ml shower gel at \$10.95.

● Gillette is offering 25 per cent off its Gillette Series antiperspirant, deodorant and shower gel.

● KMI will launch 24Seven, a range of body spray deodorants in August. And, in September, the company will introduce Skinwear, a fragrance it has licensed and developed in association with fashion designer Ted Baker.

● Stiefel Laboratories' research on 175 people who suffer from excessive perspiration concludes that summer is the worst time for 62 per cent of them. Twenty-nine per cent have problems throughout the year. Only 45 per cent were satisfied with

Driclor for excessive perspiration

conventional deodorants – the brands are criticised for not working long enough, not stopping wetness and needing to be applied frequently.

Twenty-three per cent admit they re-apply their antiperspirant three or four times a day. Stiefel says this identifies a market for its Driclor Solution. The company's excessive perspiration helpline number is: 0345 023857.

Year of the Mach3

Judging by the national media coverage, this is the year of the Mach – not the truculent, bad boy of UK soul, but Gillette's new three blade razor system: Mach3.

With hindsight it was surely a matter of time before a three-blade product came on the market. Gillette's example suggests it was not a foregone conclusion. The company has been developing the product for ten years, spending \$750m on manufacturing capital and research.

Mach3 is clearly aimed at the far end of the premium razors systems sector – the brand's razor set retails at \$4.99, while a pack of four cartridges is \$4.99 and a pack of eight \$8.99.

Gillette expects Mach3, which will be launched in October, to expand the blades and razors category by \$27m over the next two years. And it is spending \$12m on advertising, during the brand's first 12 months, to make its forecast come true.

Mach3's total marketing spend will be \$25m – the highest in Gillette's history. This includes television and radio campaigns and a Mach3 web site: www.Mach3.com.

Robert Leger, Gillette's general manager for northern Europe, says the newcomer will have a bigger impact than Sensor. "With Mach3 we will capture new users into the Gillette franchise, trade up millions of current Gillette

users and drive male disposable users into the refillable systems segment," he says.

The company agrees its competitors may yet launch me-too brands, but has taken suitable precautions by protecting Mach3 with 35 patents.

Innovation, it says, is an important driving force in the shaving market. New products account for \$39m – or 25 per cent – of the blades and razors sector.

Gillette still dominates the razor market – its research suggests its brands are used by 9m of the UK's 15.9m wet shavers, while Wilkinson Sword accounts for 2.8m and Bic 2.6m.

Gillette has a 72.1 per cent share of the \$98.9m systems sector and a 28.3 per cent stake in the \$43.9m disposables sector.

Mintel reckons the total razors and blades market is currently worth \$152m and has grown 28 per cent in real terms over the past six years. Sales of electric razors, it adds, remain static in real terms at about \$58m.

Philips, meanwhile, has created a stir in the electric shaver market by launching Philishave Cool Skin. The model uses a specially formulated Nivea for Men moisturising shaving emulsion to soothe the skin as it is shaved.

Philishave Cool Skin retails at \$99.99, while a pack of five Nivea for Men cartridges is \$3.99. Philips is offering a 60-day money back guarantee.

The company is targeting Cool Skin at young men. Why? "Research shows that young men are more willing to experiment with shaving," says Adrian Fleetwood, Philishave's marketing manager. "Once they reach their mid-20s, they've made up their minds about how they intend to shave. If we haven't got them by the time they're 25-30, we've lost them for the rest of their lives."

A number of men, he adds, remain unhappy with the results of wet shaves. Cool Skin offers

Category per cent share of £300m male toiletry market, 1997

Deodorants	27.9
Body sprays	25.1
Shaving products	19.9
Hair balms, moisturisers and talcs	12.2
Aftershave colognes	8.8
Shower gels	6.1

Source: Elida Fabergé

Manufacturer share of male toiletry market, per cent

Elida Fabergé	37.2
Gillette	25.1
Sara Lee	5.2
Procter & Gamble	3.6
Colgate	1.9
Own label	11.4
Others	15.6

Source: Elida Fabergé

Top ten mass fragrance brands

Old Spice
Lynx
Gillette Series
Brut
Adidas
Legend (Harley Davidson)
Addiction
Aquatonic
Insignia
Fusion

Source: Elida Fabergé

them the chance to try a shave that is "neither wet nor dry".

He denies Cool Skin will take sales away from Philips' other electric shave models. "We feel it will open up a new segment of the market," he says.

Promotional support for Cool



Gillette is offering 25 per cent off its body fresh range

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'Macleans' and 'Macleans Direct Action' are trademarks.
Source Data on file.



£25m will be spent on Mach 3

Skin includes a cinema campaign during the peak pre-Christmas season and advertisements in men's magazines.

While Mr Fleetwood agrees the \$58m electric shaver market has been relatively static over the past 12 months, he claims Philishave's share of the market has grown a fraction under four percentage points to 57 per cent. ● Remington has launched a blue-coloured version of its Intercept range, retailing at \$79.99. The blue Intercept has a one hour full charge, with LED charge capacity, and offers 42 minutes of continuous shaving. ● Gillette is offering 25 per cent off its Body Fresh range, while consumers who buy Gillette Blue II extra value packs will receive two free razors on a pack of five, and four free on a pack of ten. ● New from Beiersdorf UK is Nivea for Men, which is aimed at men aged 25-45 who shave and do not use a moisturiser. The range comprises six products: from a moisturising lotion at \$4.99 to a shaving gel at \$2.85.

During the four weeks to mid-May, according to Beiersdorf UK, Nivea for Men gained a 1.2 per cent stake in the shaving market, a 21.6 per cent share of the \$6.5m aftershave/conditioning sector and a 61 per cent stake in the \$1.2m male facial sector.

The company has allocated a \$1.6m promotional budget that includes advertisements in men's style press and on radio.

● Colgate-Palmolive has repackaged its shaves range. Nicola Keeble, its commercial category manager for body care, says gels for sensitive skin are growing faster than any other variant on the shaves market. About 14 million men, she adds, now claim to have sensitive facial skin.

"Gel is particularly popular among young consumers, who are happy to trade up to a premium product offering added benefits, and who look for a choice to suit individual skin



Cool skin soothes the skin

types. Older consumers, however, still prefer foams and sticks, so to maximise sales it is important to offer a choice of formats," she says.

● Imperial Leather Foamburst Gel joins Imperial Leather's personal wash portfolio. Imperial says the brand is a combination of cleanser and conditioner and follows three years of research.

Foamburst Gel comes in four varieties: Delight, Vitality, Radiance and Fitness, each at \$2.99.

Imperial is investing \$7.5m to back the launch - its biggest spend for a product in the shower sector. Promotions include a TV advertising campaign and nationwide sampling.

The shower gel market is expected to be worth more than \$100m by the end of the year, according to Imperial, and is predicted to be the largest washing sector by 2000.

● Wilkinson Sword has launched Protector and Performer shaving preparations. Protector has four lines that include a 200ml gel at \$2.79. Performer has two lines, including a 200ml foam at \$2.09.

● KMI's latest brand is Kinexium, a variant of its King of Shaves range that contains silicon. King of Shaves' sales topped \$3m last year, according to KMI, they should reach \$6m this year.

● Johnson & Johnson is supporting Daktarin, its treatment for fungal infections, with a \$2m national TV and press campaign.

Hair-raising news

Leading manufacturers of shampoos, conditioners and styling products do not want to invest heavily on men-only products. The relatively small male moisturiser market, they argue, implies men are not ready for male fashion shampoos.

Perhaps their attitude is a self-fulfilling prophecy. If the manufacturers did launch some big brands and backed them with all important advertising, it could be the fillip the market needs. Esti-



Daktarin treats fungal infections

Manufacturers' per cent share of male fragrance market, 1997

Elida Fabergé	32.0
Procter & Gamble	17.7
Gillette	14.7
Renaissance Cosmetics	7.5
L'Oréal	5.2
Others	22.9

Source: Elida Fabergé



Nizoral sales up 32 per cent



New shades in Just for men range

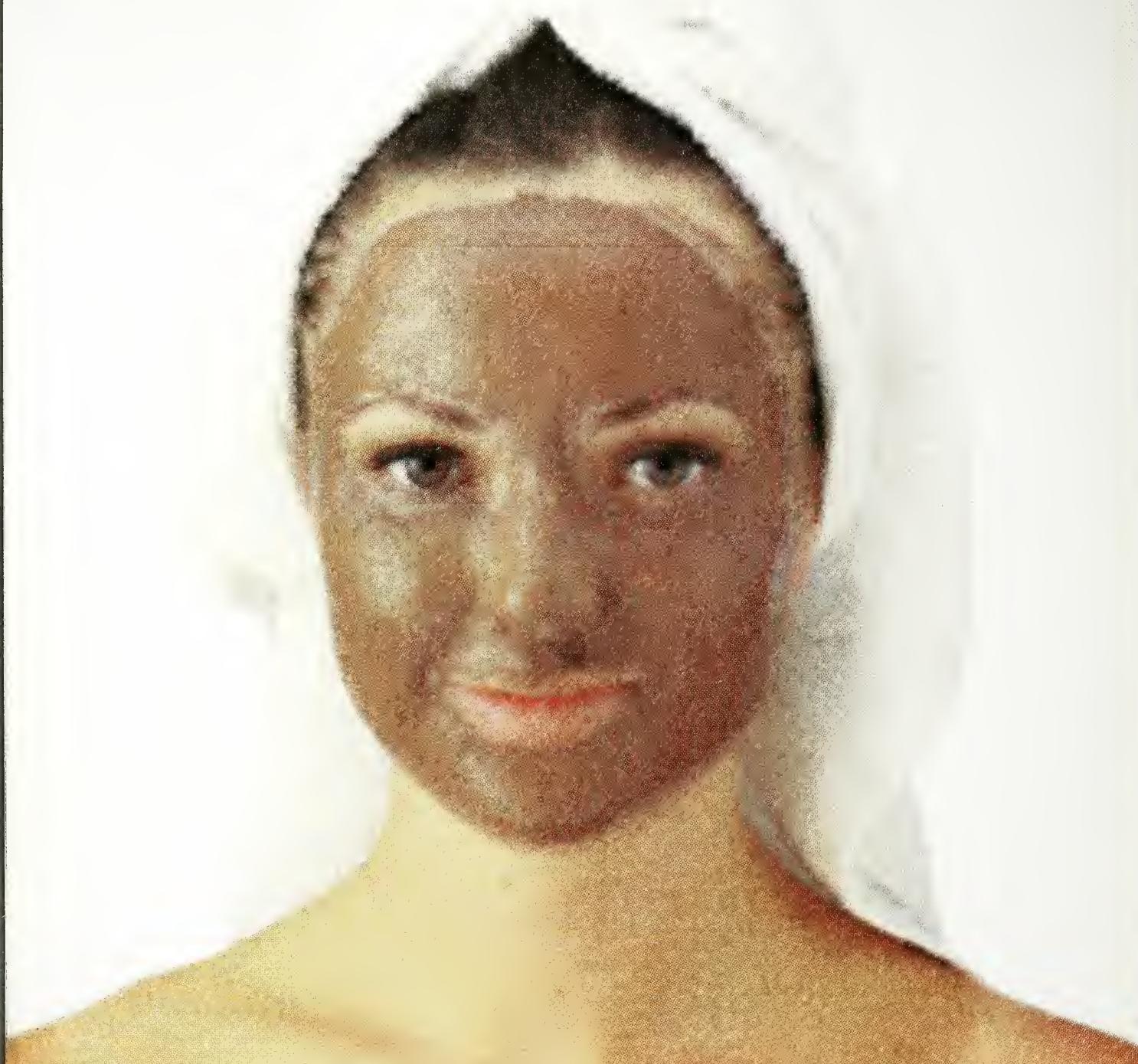
icated shampoo in independent pharmacies, following a television advertising campaign. Johnson & Johnson says the brand's year-on-year sales have been growing 32 per cent. More advertising is planned for the autumn.

Retail share of male fragrance market, per cent

	1996	1997
Multiple pharmacies	37.2	37.9
Multiple grocers	10.8	12.4
Multiple drugstores	8.0	7.8
Other pharmacies	7.6	5.5
Other drugstores	3.2	2.7
Other grocers	1.2	0.6
Others	32.0	33.1

Source: Elida Fabergé

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Serious summer of abuse

Volatile substance abuse (VSA) is a serious social problem in the UK. The latest figures show that 75 people (mainly teenagers) died due to VSA in 1996. At the height of its popularity, up to three people died each week after sniffing products that are familiar to us all.

Doctors, health workers, social and community workers, the police, manufacturers and the retail trade are determined to solve the problem. An essential part of the fight against VSA is alert and responsible action by retailers and their staff.

VSA, solvent abuse or sniffing, is defined as the deliberate inhalation of a volatile substance to achieve a change in mental state. The most commonly abused products in the UK are lighter fuel refills, glues, aerosols and typewriter correction fluids/thinner (see table). The products are abused either by direct inhalation of the product from the container, inversion of aerosols to provide a supply of pure gas or spraying/pouring the product into a bag.

Who does it

Between 25,000 and 50,000 young people abuse solvents in the UK each year. Most are adolescents, but don't expect them all to look like a 'typical sniffer'. They usually start by experimenting in the way children try smoking. Older adolescents and adults may also be involved. Some gather with friends, others abuse alone in their bedroom. It is a problem without social or geographical boundaries.

Young people know a lot about which products can be abused – it is adults who are not familiar with the problem, many imagining it went away with the glue sniffing punks of the 1970s.

Volatile substances result in intoxication through an effect on the cell membrane in a similar way to alcohol or anaesthetic gases. Being inhaled, they are absorbed into the bloodstream and reach the brain very quickly. This results in a variety of sensations as diverse as euphoria, confusion, unsteadiness, hallucinations and lack of co-ordination. The 'high' disappears as quickly as it arrives, leaving no traces.

In the UK, there are around 200 non-fatal accidents each year attributed to VSA. But VSA is unique among drug problems in that the most common complication is sudden death. In some age groups this exceeds the number

With the summer holidays now upon us, the British Aerosol Manufacturers' Association is highlighting what can be the 'peak season' for solvent abuse – especially among teenagers



of deaths from leukaemia, pneumonia and drowning.

A number of reactions can prove fatal. The concentrated inhalation of a volatile substance can cause an abnormal heartbeat which leads to the heart ceasing to pump, depressed breathing, blocking of the oxygen supply and a reflex stopping of the heart. There is also a risk of falling while intoxicated, suffocating from inhaled stomach contents, suffocating in the bag that is being used to concentrate the vapours, or being burnt if the substance explodes, for instance when a cigarette is lit.

What makes VSA a game of Russian roulette is that death can strike on the first or the hundredth attempt. Up to 40 per cent of the recorded deaths are thought to have been first timers.

Long-term abuse can result in damage to the brain, the optic nerve, the inner ear, muscles, peripheral nerves, liver, kidneys, lungs and bone marrow.

The law

In the UK, the Intoxicating Substances Supply Act and the Solvent Abuse (Scotland) Act make it a criminal offence for retailers to sell an abusable product to

refuse the sale of certain products may be a deterrent.

The real key to tackling VSA is widespread consumer education, which the Government is undertaking. Over the years, BAMA and its members have sponsored a number of initiatives for schools including theatre groups and teaching aids, and have assisted wherever possible with television programmes that feature VSA.

A new label has started to appear on aerosols and other abusable products, 'Solvent abuse can kill instantly'. The new wording was due to a massive research project funded by the Department of Trade & Industry. BAMA has recommended to its members that they place the label on their cans and other industries are now following this lead.

The research and much of the work in this area is intended to open up dialogue on the risks of VSA and encourage awareness of parents, retailers and all those who have a part to play in tackling the UK's sniffing problem.

Who can help

- The National Drugs Helpline (0800 776600) provides leaflets and advice on VSA and will also give details of local agencies. It is free and confidential.
- The Institute for the Study of Drug Dependence (0171 928 1211) publishes a leaflet on VSA and a guide for parents.
- Childline is the free national helpline for children in trouble or danger (0800 1111).

Products associated with VSA

- adhesives
eg balsa wood cement, contact adhesives, cycle tyre repair adhesive, PVC cement
- aerosols
eg air freshener, deodorants, antiperspirants, fly spray, hair spray, pain relief spray
- anaesthetics (gaseous, liquid and local)
- cigarette lighter refills and other fuel gases
- commercial dry cleaning and degreasing agents
- domestic spot removers and dry cleaners
- fire extinguishers
- nail varnish/remover
- paint/paint thinners
- paint stripper
- typewriter correction fluid/thinner

Source: Volatile Substance Abuse – Advisory Council on the Misuse of Drugs

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Infant nutrition

In the July 18th issue of Chemist & Druggist you will find the first of two pull-out modules that together make up the Pharmacy Accreditation Programme on Infant Nutrition (Chemist & Druggist/Cow & Gate/Milupa). This module is intended for the Pharmacist and the other, published next week with Over-the-Counter, for a Pharmacist Assistant. By completing the programme, you will ensure that your Pharmacy provides good advice on infant nutrition, and your accreditation Certificate will help advertise this attractive and valuable service to your customers within the local community.

This Pharmacist Briefing provides an overview of the programme and how to get accreditation for your Pharmacy. As well as summarising the main topics covered in both modules, it identifies which areas a Pharmacy Assistant should be confident in providing advice and where they should refer to the Pharmacist.

FEEDING CHOICES

Breastmilk gives babies the best start in life, but breastfeeding may not always be possible or desirable for mothers. Infant milks for bottlefeeding provide a nutritionally complete alternative to breastmilk. Mothers should be supported in their choice, whether it be to breastfeed or bottlefeed.

P The Pharmacy Assistant should be able to advise on how to make up a bottlefeed.

R Customers who ask for detailed information about the nutritional content of infant milk, as compared to breastmilk, should be referred to the pharmacist.

P Pharmacy assistant

R Refer to pharmacist

INFANT MILKS

There are two main types of infant milk, both of which can be used from birth as a substitute for breastmilk. Whey dominant infant milks are closest to breastmilk in composition while casein dominant infant milks are suitable for the hungrier bottlefed baby. Follow-on milks are designed for infants of 6 months of age or older as part of weaning.

P Pharmacy Assistants should have an awareness of the different types of infant milks and provide advice on how they should be reconstituted.

R Customers seeking advice about the most appropriate infant milk for bottlefeeding their child should be referred to the Pharmacist, along with questions about the composition of different infant milk formulas.

Applying for accreditation

To enter your Pharmacy for accreditation, study the Pharmacist module of the programme and complete the questions included at the end. Co-ordinate with the Pharmacy Assistant as they work through their module, providing them with any assistance they may need. When both sets are completed phone through your answers using a touch tone phone and the PIN issued to you on registration. A pharmacy certificate will be awarded on successful completion of both modules.

Your PIN gains you free access to C&D's marking system which is underwritten by Cow & Gate/Milupa (see registration form opposite or contact your Cow & Gate/Milupa representative or the company direct on 0345 623623 for additional copies of the learning modules for both Pharmacist and Pharmacy assistant. Your results will be made available to Cow & Gate/Milupa.

Please note that calls are charged at the standard national call rates, NOT premium rates. Keep a copy of your answers on the log included in each module. You may wish to pencil in your answers first.

WEANING

As babies grow beyond 4-6 months of age, their nutritional requirements can no longer be satisfied by breastmilk or infant milk alone. Weaning is aimed at making the baby less dependent on breastmilk or infant milk, increasing the range of tastes and textures in the diet and starting to train the infant to feed himself.

P The Pharmacy Assistant should provide confident advice on when a healthy infant should be weaned, how to recognise that a baby is ready to wean and at what stage and how solid foods should be introduced. They should also be able to advise on the preparation of babyfoods.

R Parents of children with special dietary requirements always should be referred to the Pharmacist for advice.

SUPPLEMENTS

Vitamin or other supplements may be of benefit to some babies, particularly when the diet of the mother and the baby is inadequate.

R Questions about vitamin and other supplements, and about the composition of infant milks should be referred to the Pharmacist.

SPECIAL DIETARY REQUIREMENTS

Certain babies cannot tolerate particular types of food or may have other special dietary requirements. In particular, some babies are intolerant to milk and require an alternative source of nutrition.

R Advice about feeding children with special dietary requirements should be provided by the Pharmacist.

INFANT NUTRITION

Babies require the right levels and balance of nutrients to grow and thrive. Proper nutrition during infancy also lays the foundations for good health in later life.

P The Pharmacy Assistant should be able to advise parents on how they can ensure their baby gets a balanced diet. They should also be able to describe the main types of nutrients, which foods provide them and how they are used by the body.

R Customers requesting more detailed information can be referred to the Pharmacist.

REGISTRATION FORM

Pharmacist's name

RPSGB or PSNI registration number

Assistant's name

Pharmacy name and address

Post Code

Tel no Fax no

Send this form to:
Sue Cheeseman, Pharmacy Group Editorial Projects,
Miller Freeman plc, Tonbridge, Kent TN9 1RW

Struck off for lying to NHS

Harrow pharmacist Rasila Dave has been struck off for deceiving the NHS about the number of pills she supplied to a patient.

Mrs Dave of Mullion Close, Hatch End, was working as superintendent pharmacist at a pharmacy in Eversholt Street, Camden, London.

A patient had been prescribed a capsule of fluoxetine each day by her doctor. But the patient had difficulty controlling her drug intake, so the doctor prescribed that she should only receive two

capsules from the pharmacist at a time.

Mrs Dave and a non-pharmacist director of the pharmacy, Suresh Patel, removed the capsules from the packs of 30 and claimed for the full pack when they endorsed the prescription.

Gary Flather, QC, chairman of the Statutory Committee, which heard the case last week, said Mrs Dave had been "downright dishonest".

Mr Flather said that the Committee could not accept that Mrs

Dave and her boss did not know what they were doing. "What we have heard is lies upon lies. It is a morass of lies committed on 50 different occasions."

Striking Mrs Dave off the Register was "inevitable ... She has told lies. She gave an extremely bad impression. We didn't believe a word she said," said Mr Flather.

Mrs Dave had claimed that the wrong returns to the NHS were due to a misunderstanding of the regulations.

Pharmacist reprimanded for out of date and home-made products

A London pharmacist who supplied a pregnant woman with iron tablets 18 months out of date and mixed his own antibiotic "concoction" for a child was reprimanded last week.

Devishibhai Jasmathbhai Patel, of Raynes Park, was found guilty of serious professional misconduct by the Royal Pharmaceutical Society's Statutory Committee.

The Committee heard that a Society inspector questioned Mr Patel in June and July last year about claims that he supplied iron tablets which were 18 months past their expiry date

and made an antibiotic mixture for a child because he was out of stock of the medicine prescribed by the boy's doctor.

David Bradly for the committee said a pregnant woman took a script for 60 Ferrocontin Folic to Mr Patel's Dillons Chemist at Clapham Junction on May 21 last year, but was given only 33 and asked to call back.

She took seven tablets before returning to collect the rest, which were in a packet with an October 1995 expiry date.

When questioned by a Society inspector on June 17, Mr Patel

said he believed only three pills were out of date as he had transferred 30 from a new packet into the old container.

The inspector also found that Mr Patel had six other containers up to ten months out of date.

Three days later Mr Patel gave a home-made antibiotic concoction to a sick boy's father because he did not have any of the cefadroxil liquid (Baxan) which had been prescribed for the child.

He had made up the mixture using powder from seven Baxan capsules, water and syrup.

Shoplifter told off

A pharmacist who reacted to family turmoil by going on shoplifting sprees has been reprimanded by the Statutory Committee.

Miss Sunanda Kapas, of Ruabon, Wrexham, Clwyd, appeared before the Committee last July when it met to discuss her four shoplifting convictions, and gave her a 12-month reprieve.

She was a newly-registered pharmacist working for Roland & Co in the village of Llay, Wrexham. The company had several premises throughout North Wales. One of them changed hands to Polar Pharmacy Ltd. Both companies insisted she was honest and trustworthy.

Chairman Gary Flather, QC, told last week's hearing, as no other allegations had been made against Miss Kapas since last July, the committee would reprimand her for her misconduct.

The Committee was told at its previous hearing on July 17 last year that Miss Kapas was convicted of two counts of theft at Chester Magistrates Court on January 12, 1996. She was fined \$180 and had to pay \$54 costs.

That day she had discovered her father, a doctor, was having an affair with his practice manager.

The Committee also heard that when her father left her mother in February 1997, Miss Kapas began shoplifting again.

MIGRAINE

PARACETAMOL  TABLETS DIHYDROCODEINE

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POWERFUL PAIN RELIEF YOU CAN CONFIDENTLY
RECOMMEND FOR MIGRAINE, BACK PAIN, PERIOD PAIN,
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Abbreviated Product Information **Presentation:** White tablet engraved PARAMOL containing 500mg Paracetamol BP and 746mg Dihydrocodeine Tartrate BP. **Indications:** For the treatment of mild to moderate pain, including headache, migraine, feverish conditions, period pains, toothache and other dental pain, backache and other muscular pain and also as an anti-pyretic. **Legal Category:** P **Product Licence Holder:** Seton Products Ltd, Oldham. PARAMOL is a Registered Trade Mark. Further information is available on request from the Licence Holder.

 Seton Healthcare Group plc

Our series on companion animal health care concludes with a look at perhaps the rarer types of animals that may need treatment, such as pigeons, fish and even bees. **Dr Michael Jepson, FRPharmS, Visiting Fellow, Pharmaceutical Sciences, Aston University, also offers advice for those starting off with pet care treatments**

Putting pet care into practice



As part of the RPSGB's postgraduate diploma course, the pharmacist must have practical experience – for example, spending some time with a vet

This series on companion animals has so far looked at the main areas of regular treatments that are provided by pharmacists to keep cats, dogs and horses in a healthy condition.

There are many other types of animals that people keep which do not often fall into the 'common pet' category.

Pigeons

Pigeons, just like cats and dogs, are affected by endo and ecto parasites. An estimated ten million pigeons are kept for racing and showing, in addition to those for meat production.

Diagnosis and treatment of pigeons by a veterinarian is dependent upon the birds being 'under his care' and requires spe-

cialist interest and knowledge. Vetrepharm Ltd (01425 656081) will supply a list of local veterinary practices with a vet who has a particular interest in pigeons and cage birds. Pigeon fanciers (owners) tend to be keen and acute observers of their birds, and pigeon clubs act as an important focus for sharing knowledge and experience.

There are three parasite problems in particular for which routine prevention is necessary: coccidiosis, trichomoniasis (canker) and gastro-intestinal roundworms. Several Pharmacy-only products and GSL products are available for routine administration, as listed in Table 1.

All pigeons entered for races or shows must be vaccinated against pigeon paramyxovirus 1

(PMV-1), which is a notifiable disease¹. The disease can cause green diarrhoea, marked nervous signs and mortality, especially in young birds. The three inactivated vaccines currently available are Pharmacy-only products, as shown in Table 1. A booster vaccination should be given every 12 months.

Pharmacists are in a position to supply vaccination record cards, advise and provide information on appropriate injection site and optimum age for primary vaccination. Health care advice for pigeon fanciers should include avoiding putting their fingers near their eyes when handling live vaccine or sick birds to avoid the risk of infection by conjunctivitis.

Annual vaccination against

pigeon-pox also uses a P product (Table 1), which is given in the three months outside the racing season, September 30 to December 31.

The Veterinary Formulary² provides informative details on drug administration and parasiticide therapy, which complements data sheet information³.

Pigeon fanciers are more geographically scattered than is generally realised and are not confined to former mining areas of Northern England – so check your 'Yellow Pages' for local clubs. About one million birds are raced each weekend during the season from Easter to mid-September.

A typical loft will contain 30 to

Continued on P30 ►

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Table 1. Preparations for pigeons (adapted from^{2,3})

Indication	Active ingredient	Product (manufacturer)	Legal class
Coccidiosis	Amprolium Clazuril	Coxoid liquid (Harkers) Appertex tablets (Harkers)	GSL POM
Trichomonosis (Canker)	Carnidacole Dimetridazole	Spartix tablets (Harkers) Harkancer soluble powder (Harkers)	GSL GSL
	Ronidazole	Tricho Plus powder (Oropharma – distributed by Spencer, Vetchem)	POM
GI roundworms	Febantel	Avicas (Oropharma – distributed by Spencer, Vetchem)	P
	Fenbendazole Levamisole Piperazine	Panacur capsules (Hoechst) Spartakon tablets (Harkers) Biozine Powder (Harkers)	GSL GSL GSL
Immunisation against Paramyxovirus disease	Pigeon paramyxovirus vaccine, by subcutaneous injection	Colombovac (Solvay, Solvay-Duphar); Harkavac (Harkers); Nobi-Vac Paramyxo (Intervet)	P
Vaccination against Pigeon pox	Pigeon pox vaccine, by brushed application	Pigeon Pox Vaccine (living) Nobilis (Intervet)	PML
Lice & mites	Permethrin	Pigeon Louse Powder (Harkers)	GSL
	Pyrethrins	Anti-Mite & Insect Spray (Johnson's); Anti-Pest Insect spray (Johnson's); Caperns Mite Powder (Bob Martin); Kil-Pest (Johnson's); Pigeon Insect preparation (Johnson's); Rid-Mite (Johnson's)	GSL
Dietary supplements	Compound multivitamins and mineral preparations	Collotone (Harkers); Pigeon Minerals (Harkers); Omni-Vit (Harkers); Vetreplex (Vetpharm); Vitamix (Oropharma)	
	Oral fluids	Dextro Tonic (Oropharma); Electrovet (Vetafarm); Fortalyt (Oropharma); Harkerlite (Harkers); Spark (Vetafarm)	

► Continued from P28

100 birds and individual treatment for parasite infection control may be neither practical nor appropriate. Most group medication is given in the drinking water and a typical pigeon consumes about 50ml per day, although this varies depending on the season, clinical condition and whether feeding nestlings.

Pharmacists can advise on the careful measurement of an oral powder to be added to drinking water; the unsuitability of galvanised drinkers (drinking water dispensers) for preparations containing substances such as citric acid or copper sulphate; and not contaminating water courses, ditches or drains with unused medicated water.

Interested pharmacists will need to acquaint themselves with the 'pigeon year'⁴. This is a planned programme for the medication, vaccination and use of food supplements for breeding birds, racing birds and moulting birds. Medicine manufacturers' product range literature provides useful guidance and the addresses are given in references^{2,3}. The Royal Pharmaceutical Society's free 12-page booklet⁴ is most informative and the Royal Pigeon Racing Association also publishes free leaflets⁵. Pigeon fanciers are often prepared to lavish much care and attention on their birds, especially on champion racers or breeding stock, when a single

bird may be valued at several thousand pounds. The value of the medicines, equipment and feed market is estimated to be in excess of £20 million a year.

Fish

Preventive medicine is extremely important for fish health. Water quality, adequate feeding and stocking density are crucial factors whether fish are farmed or kept as a hobby. The Veterinary Formulary² has a special section devoted to prescribing for fish both farmed and ornamental. There are a number of products specifically licensed for administering to farmed fish including parasiticides and anti-fungal preparations but relatively few for use with ornamental fish.

Pharmacist Dr Neville Carrington has written an excellent book⁶ which includes an A-Z of common pests and diseases affecting aquarium fish. Advice includes recommended treatment for each condition listed, as well as signs of infection and which types of fish may be affected. The book includes relevant tables, helpful to any pharmacist.

Bees

Invertebrates, such as bees, like vertebrates are susceptible to viral, bacterial, protozoal fungal and mite (acarine) infections.

Very few preparations have been licensed in the UK for administration to bees, which is a problem, as most bees are kept as food producers of honey and the possibility of residue contamination could be a serious issue. Drugs can be administered to bees as powder, in syrup, by aerosol, in smoke or by contact with a medicated strip.

The need to control *Varroa jacobsoni* mites has increased as they have spread northwards from mainland Europe, as far as Scotland. Flumethrin impregnated strips are licensed in the UK as Bayvarol (Bayer) and were reclassified GSL, formerly PKM, to help with the concerted administration by beekeepers over a wide area. Unfortunately, resistance has been reported and can be aggravated by failure to remove exhausted strips from hives. Pharmacists will recognise the guidance given in the manufacturers data sheet⁷, where the strips may be used for 24 hours to diagnose or for a maximum of six weeks for therapy. It should be obvious that fresh strips must be used for each treatment. Fluvalinate (Sandoz 'Apistan') is not yet licensed in the UK for treating *Varroa* and it is no longer legal for bee keepers to purchase and import from mainland Europe.

Traditionally, various other

Action Plan for pharmacists to start supplying pet care medicines

Pilot stage:

1. Request 100 leaflets 'Has your dog or cat got worms or fleas?' from RPSGB Ag and Vet Pharmacy Group. (Tel: 0171 735 9141, Miss E Griffiths). Alternative source from the Pet Health Council, including: 'Be responsible – worm your dog'!
2. When speaking to patients and customers, enquire about any companion animals to estimate:
 - a) the use and frequency of anti-flea and worming products
 - b) any previous source of supply
 - c) level of satisfaction of previous treatments
 - d) the potential for supplying information and effective products
3. Contact nearest Vetchem member (see Vetchem table) for advice and purchase of start-up range of products. Vetchem offers a 'Starter Pack for small companion animals' of P/PML products at a cost of about £210 (no extra for carriage). RPM does not apply but margin is about 28 per cent for professional sales. Add carriage for orders less than £200. Vetchem ran a pharmacy for the first time at Cruft's Annual Dog Show this year
4. Buy a copy of the 'Veterinary Formulary' (Pharmaceutical Press) and Black's Veterinary Dictionary
5. Continue speaking to patients and customers to widen their awareness of your interest, knowledge and product stock
6. Continue to extend your own knowledge and expertise – for instance, join the RPSGB Ag and Vet Pharmacy Group, membership is free. Newsletter published several times a year. Veterinary Data Sheet Compendium and leaflets are available free
7. Plan to attend the next Ag and Vet Pharmacy Group meeting and meet a friendly welcoming group of pharmacists with similar interests and experience. Read 'special features' like this one in *Chemist & Druggist* and the pharmaceutical press
8. Make contact with your local vet and establish a professional understanding
9. Consider the RPSGB's own Diploma (DAgVetPharm) now modularised with a module on 'companion animal health care' September 27-30, 1998. Information from Elizabeth Griffiths, Practice Division RPSGB (Tel: 0171 735 9141). Also, the distance learning certificate course run from the School of Pharmacy, Queen's University, Belfast
10. Write a protocol for informing companion animal owners about effective products for controlling fleas and worms (it will ensure that appropriate and consistent information is given by all trained pharmacy staff)
11. Consider the scope for extending your supply of information and products, for example, for the routine worming of horses and the health care of pigeons or other pets
12. Consider advertising in local papers to pony clubs, pigeons clubs etc

Continued on P32 ►

Still flying off the shelves!

The advanced technology used in the Early Bird One-Step products has enabled us to continue to offer an affordable, reliable, easy to use pregnancy test.

With recommended retail prices of just £5.75 for a single test and £7.75 for a double test, this remains good news for your customers - great news for you too because the really low trade prices mean that your margins will be higher than ever.

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Information sources

As indicated in previous articles, several excellent information sources about companion animal health care are available and core sources like the Veterinary Formulary and Data Sheet Compendium have been included under reference sources.

Details of the new 4th edition of the Veterinary Formulary, which is to be published in May this year²³, are now available. It is now a joint publication of the RPSGB and the British Veterinary Association and is well regarded by veterinarians. Sections not previously referred to in these articles include prescribing for rabbits and rodents, reptiles, exotic vertebrates and birds. An established section to which only passing reference has been made is that devoted to prescribing for animals used in competitions.

It is often said that 'it is not what you know, but who you know'. Here are details of a few relevant organisations in addition to those to which reference has already been made:

Pet Health Council, 4 Bedford Square, London WC1B 3RA

Leaflet helpline: Tel: 01476 861379

'Working for healthy pets and people'

National Office of Animal Health Ltd (NOAH), 3 Crossfield Chambers, Gladbeck Way, Enfield, Middlesex EN2 7HF

Tel: 0181 367 3131. Fax: 0181 363 1155

Represents 56 trading companies.

National Pharmaceutical Association (NPA), Information Dept,

St Albans, Herts AL1 3NP

Tel: 01727 832161. Fax: 01727 840858

Supported Diploma course since its inception.

Veterinary Medicines Directorate (VMD), Woodham Lane, New Haw, Addlestone, Surrey KT15 3NB

Tel: 01932 336911. Fax: 01932 336618

Responsible for quality, safety and efficacy assessment of all animal medicine licensing applications (equivalent to MCA re human medicines).

AE Morgan Publications, Stabley House, 9 West Street, Epsom, Surrey KT18 7RL

Tel: 01372 741411. Fax: 01372 744493

Publishes 'Index of Veterinary Specialities' (IVS).

British Veterinary Association, 7 Mansfield Street, London W1M 0AT

Tel: 0171 636 6541. Fax: 0171 436 2970

Professional association publishes 'Veterinary Record'.

British Small Animal Veterinary Association, Kingsley House, Church Lane, Shurdington, Cheltenham, Gloucestershire GL51 5TQ

Tel: 01242 862994. Fax: 01242 863009

Veterinary Business Development Ltd, Olympus House, Werrington Centre, Peterborough PE4 6NA

Tel: 01733 325522 (order hotline). Fax: 01733 325512

Vetrepharm Ltd, Unit 15, Snadleheath Industrial Estate, Fordingbridge, Hampshire SP6 1PA

Tel: 01425 656081. Fax: 01425 655309

Registered Pharmacy and GMP manufacturers.

◀ Continued from P32

chemical substances have been used to maintain the health of bees in a hive. Various mites have been controlled by lactic acid, formic acid, menthol and methyl salicylate, and wax moths and their larvae by acetic acid formaldehyde solution and paradi-chlorobenzene. These substances are not licensed for these indications.

The concern of the British Beekeepers Association⁷ with regard to the enforcement of 1997 Residue Regulations⁸ which may prohibit the supply or sale of ani-

mal products (including honey) that contain detectable unauthorised substances is most understandable. Pharmacists supplying chemicals should be aware of any relevant problems of administration. The Veterinary Formulary is again a most useful source of information⁹ and MAFF Publications¹⁰ produce a number of excellent information leaflets.

Conclusions

This series of articles has shown the scope and opportunities for pharmacists to extend their professional practice into the area of animal health, especially that

'Vetchem' members

1. Brian G Spencer Ltd. 19/21 Ilkeston Road, Heanor, Derbyshire DE75. Pharmacist: Robert McDonald. Tel: 01773 533330 or 01773 534747. Fax: 01771 535454. Freephone number 0800 38348
2. William Murray Chemist, 35 Galloway Street, Dumfries. Pharmacist: Andrew Cairns. Tel: 01387 269327. Fax: 01387 269327
3. Walter Davidson & Sons Ltd., 22 Wellmeadow, Blairgowrie. Pharmacist: Douglas Davidson. Tel: 01250 872308. Fax: 01250 875299
4. R M Jones, Agricentre, Hay-on-Wye. Pharmacist: Rod Jones Tel: 01497 820410. Fax: 01497 821282
5. Reynolds & Lewis Animal Health Ltd. Ferndene Farm Bashley Cross Roads, New Milton, Hampshire, BH25 5SY. Pharmacist: Mr Lewis Tel: 01425 622788. Fax: 01425 622788
6. H Jobson & Partners Ltd. 16 English Street, Longtown, Cumbria. Pharmacist: Phil Jobson. Tel: 01228 791230. Fax: 01228 792053

associated with companion animals.

The display of a modest range of appropriate products and information leaflets, backed by local advertising, must be complimented by staff interest and enthusiasm. The pharmacist's interest and determination will ensure the development of a satisfying and professionally rewarding extension of the pharmacist's role.

Any pharmacist wishing to respond to the varied opportunities associated with companion animals will recognise the need for more information and knowledge. Courses, reference sources and organisations can all support practising pharmacists in either widening their knowledge or acquiring a postgraduate qualification and maybe seeking a new direction.

The RPSGB Diploma

DAgVetPharm are the letters added to MRPharmS by those who have successfully completed the Royal Pharmaceutical Society's postgraduate diploma course. Modularisation of the course, first held in 1981, now makes it more flexible for those who may wish to only take the two and a half day Companion animals module, for example.

The diploma course has the following components (details from Miss E Griffiths, secretary, Ag & Vet Pharmacists' Group, Royal Pharmaceutical Society of Great Britain, 1 Lambeth High Street, London SE1 7JN¹¹):

- a four modules (three required for the Diploma) each of two and a half to three and a half days duration – the modules are a foundation for private study
- a written project in a suitable and relevant area of pharmacy associated with the course (assessed). Examples of projects (listed in reference 10) include a survey of cat and dog owners' understanding of parasitic infections; health and disease in racing pigeons; Zoonoses in the UK
- a record of appropriate practical experience, which may include time with a practising ag and vet pharmacist, 'on-farm' experience and some time with a vet
- assessment by written and

oral examination, three two-hour examination papers appropriate to the modules attended.

The modules are:

- Companion animals – two and a half days
- foundation module for diploma – three days
- Animal health and husbandry (commercial animals) – three days
- Crop protection – two and a half days.

A certificate will be given for each module attended.

Modules **a** and **b** will be held in the week beginning September 27, 1998, and modules **c** and **d** in the week starting April 11, 1999.

The Foundation module, obligatory for the Diploma, includes sessions that cover the spectrum of the professional and business aspects of animal medicine and agricultural supply and distribution. Economics and business management aspects of ag and vet pharmacy are different from conventional community pharmacy practice. Pharmacists must consider which are the most efficacious products for use in their locality while recognising factors such as the absence of RPM.

Most of those who have passed the Diploma are engaged in community pharmacy. Others have development careers in ag and vet pharmacy, various sectors of the pharmaceutical industry from R&D and Regulatory affairs to marketing and management, as well with the Veterinary Medicines Directorate.

Certificate in Veterinary Pharmacy

In 1995 the Society in association with the School of Pharmacy, Queen's University, Belfast, and with the Pharmaceutical Society of Northern Ireland, developed a distance learning course about pet medicines. The course comprises four self-taught units each equivalent to about 20 hours of study. Award of the certificate is based upon attaining a satisfactory standard in the assessment questions for each unit and a final assessment test. Details available from the School of Pharmacy, The Queen's University of Belfast, 97 Lisburn Road, Belfast BT9 7BL, Northern Ireland.

References available on request.



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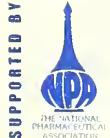
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RPSGB president lends a hand at Chemex '98

Royal Pharmaceutical Society president Hemant Patel is to perform the opening ceremony at Chemex '98.

And in a gesture which shows his commitment to meeting the membership, he will remain on the RPSGB stand during the Sunday morning for anyone who wants to raise issues with him face to face.

"I might not be able to resolve people's problems, but at least I will keep in touch with pharmacist's views," he says.

Join the Chemex trail and win a £1,500 PC

Every visitor to Chemex '98 will be in with a chance of winning a highly specified Pentium PC from Dell Computers worth at least £1,500.

Entry forms for the Chemex trail will be available on the door. All you have to do is answer a few simple questions, which may

He understands the value of the exhibition, too. Not only is it a business and educational opportunity, but it is also one for making contacts and socialising.

For Mr Patel, as president, it is also a chance to meet a different group of people. Not the same crowd that he might have been mingling with the week before at the British Pharmaceutical Conference, but those community pharmacists whom he might not otherwise frequently encounter.

require some minor detective work, and post your completed form in the box on the *Chemist & Druggist* stand.

At the end of the show the lucky winner will be drawn at random from among the correct entries. It's got to be worth a try!

Tailored bank loan schemes for pharmacies

Chemex visitors will have the chance to talk to NatWest about its two specialist loan schemes which have been tailored especially for the retail pharmacy sector.

Developed with Unichem and AAH Pharmaceuticals, the loans are available at preferential rates for any retail pharmacy business that has entered into agreement with either of these companies for supply of their products.

● The Professional Trainee

Loan Scheme has been launched by NatWest to assist with the costs of particularly expensive or lengthy courses for pharmacy students at any of the 16 Schools of Pharmacy around the UK.

It is available from the second year of study and allows students ten years to repay the loan, as well as a repayment holiday for up to six months after course completion.

NatWest Professions Unit.
Tel: 0171 454 6917.

Making faces with US cosmetics

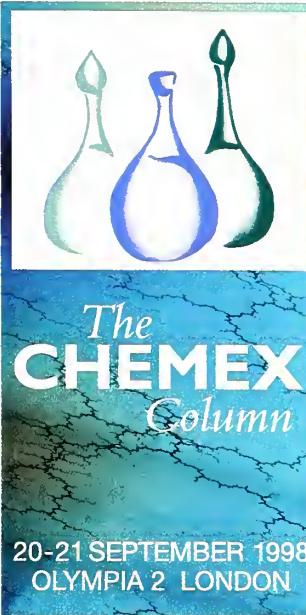
Chemex '98 will herald the UK launch of the Lord & Berry colour cosmetics range from the US.

This comprehensive range of lip and eye products will be on display on the Brand Managers' stand. Products will include Kajal Liner, Liquid Eyeliner, Dramateyes Mascaras and Conceal-it – a moist matte pencil concealer.

Brand Managers has plans to introduce the American Sweet Georgia Brown cosmetics range to UK independent chemists.

Other new products on the company's stand will include Head Alert – a tea tree-based head lice kit.

Brand Managers Ltd.
Tel: 0181 286 6688.



Visiting Chemex '98? Register now

Summer? What summer? It's a frightening prospect to realise that Chemex is only eight weeks away. Have you pre-registered for your tickets yet? Don't delay – ring the hotline on 01203 426482 or fill out and return the registration form in this week's issue.

There's £1,000 of holiday vouchers to be won and everyone who pre-registers will get a free voucher book with some really worthwhile offers inside.

Also available on the company's stand will be the Dr Denti promotion pack to help create public awareness of the benefits of temporary self-treatment in cases of dental emergencies.

The pack comprises an informative colour brochure, an attractive window sticker and a ceiling hanger with the Dr Denti logo – a smiling tooth character.

GAP Research Co. Ltd.

Tel: 01322 386920.

Over 120 exhibitors will be at Chemex '98 on September 20-21. And with agents and distributors among them, such as Ceuta, Trinity, the Miles Group, Medielite and others, many more major names will be represented.

The diversity of exhibitors is greater than ever before. Solicitors Charles Russell, experts in pharmacy law, will be among the exhibitors within the NPA Village. And the National Westminster Bank will be there to advise on business loans.

The NPA, the Centre for Pharmacy Postgraduate Education and the Royal Pharmaceutical Society, the Prescription Pricing Authority, and the Community Pharmacy Action Group, head the list of professional groups.

All this, combined with the regular exhibitors, will offer a variety for community pharmacists which will not be bettered anywhere else this year.

Get your questions ready for John D'Arcy!



Primary care groups ... medication management ... skill mix ... training of dispensary staff ... manpower ... These are the issues of the moment and National Pharmaceutical Association director John D'Arcy is inviting pharmacists to bring any questions they may have on these topics to the NPA seminar on Sunday, where he will be in the chair

Innovative Technologies shares leap as a result of Boots deal

Innovative Technologies' shares leapt 20p to 119.5p on Monday, after it said it had launched a range of wound care products through Boots the Chemists.

Boots already supplies a few Innovative products: Boots Blister and the Skinfix Family and Sports range.

Both companies have collaborated to design an OTC range of film, hydrocolloid and skin closure dressings, which cater for injuries ranging from minor

grazes to deep cuts.

Innovative will manufacture and supply the products to Boots, who will market them under the Advanced Healing brand in 1,000 stores.

Boots has prepared a full training package for in-store pharmacists and health care assistants, plus merchandising displays and leaflets for customers.

The OTC market for first aid products is worth about \$100 million a year.

Innovative produces a range of wound care products for overseas and UK health care companies, including Smith and Nephew and 3M.

Roy Smith, its chief executive, said its latest range for Boots was the "first to be based upon moist wound healing principles, which offer faster healing rates with increased comfort".

Innovative does not plan to produce a similar range for independent pharmacies.

Mercury invests in Mednova

Mercury Asset Management Private Equity has invested £4 million (£3.4 million) in Mednova, an Irish medical device company.

Weldrick acquisition

Doncaster-based Weldrick Group has acquired two pharmacies in Cantley, Doncaster. It now owns 31 outlets.

DSS stake in Eurocaps

Tredegar-based Eurocaps, which produces soft gelatin capsules for the vitamin, minerals and supplements market, has sold 80 per cent of its equity to DSS for £2.1 million. DSS has interests in health care, food, energy and services to the computer industry.

Smithkline Beecham results disappoint investors

Smithkline Beecham's shares fell 32.5p to 745p after its second quarter results showed pre-tax profits up 4 per cent to £362 million.

Its sales rose two per cent to \$1.9 billion. Excluding currency fluctuations, the company's profits would have been up 10 per cent, while its sales would have grown 7 per cent.

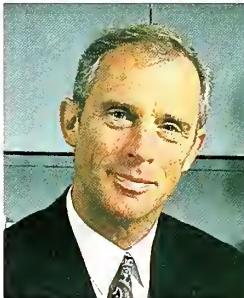
Investors had been expecting a better performance, particularly as Jan Leschly, its chief executive, had stressed it had a strong future after its merger talks with

Glaxo Wellcome fell through.

Despite persistent rumours, Mr Leschly has denied the two companies will get together again to thrash out another deal.

SB's pharmaceutical sales, driven by new products, rose 8 per cent to \$1.09 billion.

Sales of Augmentin, one of its



Jan Leschly, SB chief executive, under pressure to produce better second half results

biggest brands, fell three per cent to \$199 million, mostly due to relatively few flu outbreaks in western Europe and the US.

But Seroxat/Paxil's sales leapt 23 per cent to \$253 million - the product grew 22 per cent in Europe.

SB's consumer health care sales grew 5 per cent to

\$586 million - its OTC sales dipped 1 per cent to \$313 million. Its European consumer health care sales, meanwhile, rose 6 per cent.

John Clarke, SB's chairman of consumer health care in Europe, said Solpadeine Max was meeting its targets in the UK. The brand's sales, he added, should reach \$1.2 million by the end of its first year.

SB's nutritional health care products, which include Ribena, Lucozade and Horlicks, grew 14 per cent to \$124 million.

The UK OTC market by category for 1996-97. The 1997 Proprietary Association of Great Britain annual report, out this week, draws on data from IMS, IRI and industry estimates to produce these figures

OTC market 1996-97

Category	Share (%)	Growth (%)
Pain relievers	16.0	5.3
Skin treatments	12.2	6.6
Food supplements	9.4	3.5
Cold remedies	8.0	0.5
Sore throat remedies	7.6	4.8
Vitamins and minerals	6.7	4.5
Cough remedies	5.4	4.5
Indigestion remedies	5.1	7.5
Oral hygiene	4.6	11.7
Smoking cessation	2.5	11.0
Topical pain relievers	2.3	11.0
Hay fever remedies	2.1	2.1
Laxatives	1.8	5.0
Anti-diarrhoeals	1.8	6.6
Eye care	1.6	4.4
Acne treatments	1.6	10.6
Stomach upset remedies	1.4	5.8
Gynaecological products	1.2	13.5
Sleeping and calming	0.9	6.0
Anti-haemorrhoids	0.8	6.0
Ear care	0.4	7.0
Cystitis treatments	0.3	3.0
Travel sickness	0.3	-2.5
Worm treatments	0.1	-2.5
Residual OTC markets	5.9	9.0

Source: Proprietary Association of Great Britain, IMS and IRI

Kodak appoints Spectra Photo as Irish agent

Kodak has appointed Spectra Photo, based in Listowel, County Kerry, as its main agent throughout Ireland.

Spectra will be responsible for selling and distributing Kodak's products to its Irish dealers as from October. Kodak said the changes would be minimal - retailers will be serviced by a Spectra representative, rather than one from Kodak. Orders will also be placed through Spectra. The company's existing sales and distribution network will con-

tinue until Spectra takes over.

Spectra, according to Kodak, will also be able to offer consumers a greater choice by including Kodak branded services in its portfolio, such as Kodak Advanced Photos and Kodak Photo Service Plus. Kodak will also invest more in advertising in the Irish market.

Bharat Shah, Kodak Consumer Imaging's director and general manager, said Irish retailers would benefit from Spectra's in-depth local knowledge.

Aryton Sauders to relaunch brand

Aryton Sauders, the ex-AAH firm acquired by generic manufacturer OBG Pharmaceutical, plans to re-launch Earache drops, Dispollo corn and wart paint, Ringworm ointment, Beehive Balsam and Aryton antifungal ointment, early next year. It also plans to launch OTC versions of ibuprofen and loperamide.

Gerry O'Brien, managing director and owner of both companies, said he wanted to re-establish Aryton as an OTC and generic manufacturer. Aryton

has been supplying pharmacy products since 1868.

Mr O'Brien's interests also include GF O'Brien, a chain of 20 pharmacies in Liverpool, and Speke Chemists, a holding company for 17 outlets. He aims to acquire four more pharmacies this year.

He recently transferred about 15 pharmacy branches, which had been sole traderships, under the GF O'Brien Ltd banner, saying that the move would simplify the group's structure.

W Davidson and Son in management re-shuffle

W Davidson and Son, the pharmacy and veterinary group based in Blairgowrie, Perthshire, has had a management re-shuffle following its recent expansion.

Terry Lonsdale, who used to be the group's chief executive, superintendent pharmacist and branch manager at its Wellmeadow store, has given up the position of branch manager to concentrate on the group's

expansion plans.

Davidson recently acquired six pharmacies to lift its total to 16. Its latest acquisitions include a pharmacy in Ballater and Aboyne. And it is looking for more outlets.

Mr Lonsdale said Davidson's expansion was taking up a lot of his attention, and he did not want his pharmacy to suffer as a result. "You cannot afford to let

your concentration lapse for one minute [in a pharmacy], because if you do, someone could be dead," he said.

Morag Grant, previously dispensary manager at the Wellmeadow store, has been appointed its general manager. Hilary Fairs is its new dispensary manager.

Davidson also owns about six veterinary stores.

Strathclyde Pharmaceuticals to fund expansion

Strathclyde Pharmaceuticals, owner of the Munro Chemist chain, is negotiating with venture capitalists to raise money for expansion.

Strathclyde Pharmaceuticals had initially planned to raise funds through HSBC Private Equity, but the deal fell through,

partly because HSBC wanted to take a majority stake in the company and insisted on management changes.

The holding company is wholly owned by Donald Munro, its founder and chairman, and his family.

Strathclyde Pharmaceuticals

said money raised through a venture capitalist would be used to buy more pharmacies in central Scotland – it currently owns 19 outlets.

The company will also invest in Munro Wholesaling, its East Kilbride-based subsidiary that supplies medical products.

British Biotech reports £44.9m following drop in income

British Biotech has reported a loss of \$44.9 million for the year to April 30, compared with one of \$28.9m the previous year.

It said the result reflected a drop in income and increased expenditure. Its R&D costs rose 16 per cent to \$42.2m, while it spent \$13.5m completing its new research, development and support facilities.

Another cloud was Dr Andrew

Millar's unauthorised unblinding of clinical trials for Zacutex and Marimastat, while he was the company's director of clinical research. BB commissioned an external audit on the unblinding and has sent the audit report to European and US regulatory authorities. It is waiting to hear whether they will still accept the data of the unblinded trials.

Marimastat, an oral treatment

for cancer, is going through Phase III trials for six different cancers. BB expects the results of the first trials, on pancreatic cancer, to appear in 1999. It hinted investors should not expect miracle treatment because this is "one of the most aggressive cancers and is therefore one of the most demanding benchmarks against which Marimastat is being assessed".

The company is looking for a pharmaceutical partner to market Marimastat in the US. It may also find a US partner for Zacutex.

BB's year-end cash reserves were worth \$132.8m. It has yet to announce who will succeed Keith McCullagh, due to resign as chief executive in September.

BB's shares stood at 35p as C&D went to press, about 12p above their cash value.

Shire Pharmaceuticals anti-Alzheimer's drug in upbeat Phase III results

Shire Pharmaceuticals has reported encouraging Phase III results for galantamine, its treatment for Alzheimer's disease.

The trials are being conducted by Janssen Research Foundation (JRF), an affiliate of Johnson & Johnson, under a co-development agreement with Shire.

In a US trial involving 636 patients with mild to moderate Alzheimer's disease, 423 people were given galantamine twice a day for six months, and the remainder took a placebo.

Among those who completed the study, according to Shire, patients given galantamine

achieved higher cognitive scores than those who took the placebo. Michael Pontecorvo, JRF's associate director of clinical research, said the typical patient who took galantamine for a year showed a cognitive level that was similar to the score when they began the study.

Adverse side effects included nausea, vomiting and other gastro-intestinal symptoms, but these normally disappeared after one week.

Investors were encouraged with the results – Shire's shares rose 53p to 540.5p, valuing the company at about \$750m.

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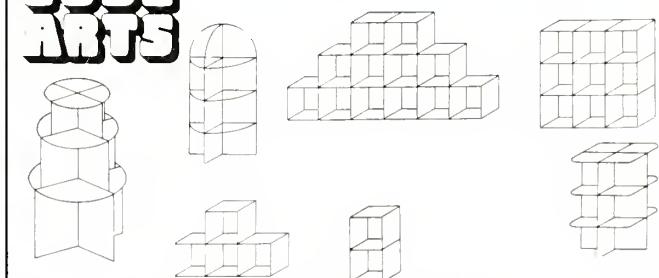
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Welsh award goes to Bangor student

Matthew Wright, who is completing his pharmacy training at Ysbyty Gwynedd, Bangor, is the winner of this year's North Wales pre-reg pharmacists' project prize.

Matthew was awarded a £100 cheque donated by Roche, and a certificate for his project, which concerned an investigation into the prescribing of zopiclone at doses outside the product licence. He plans to remain at Bangor, and will be starting a diploma in clinical pharmacy in September.

Pre-registration graduates on the study days organised by the Department of Pharmacy Practice at the Gwenfro Academic Unit, Wrexham, were able to enter their work.

The students came from the three main hos-



Matthew Wright with his certificate

pitals in North Wales and from Rowlands' community pharmacy branches

All the projects were practice based and included a comparison between two different types of nebuliser, development of a protocol

for withdrawal symptoms in neonates, an audit of clarithromycin use and an investigation into waiting times for discharged medical patients.

The judges of the projects were David Morgan, director of pharmaceutical public health, and Rob Davies, pharmaceutical adviser at North Wales Health Authority.

Mr J Hampson, the teacher practitioner who runs the course, says Roche will be supporting the award again next year.



The recent tension in Drumcree led to a disappointing turnout at the regional final of the Numark/Seton Healthcare Golf Tournament at Rockmount Golf Club in Carryduff, County Down a fortnight ago. Those who made it were (seated, left to right) Garth Newberry and Pat Teague (middle row, left to right) Gordon Addy, James McCaughan, Martin Kerr, David Gibson, Sangers' md Stephen Simms, Numark director and pharmacist Peter Wright, Sangers' Jim Malcolm, Art Kelly, Donal McSorley, Sangers' Bruce Uprichard and Philip Irwin, (back row, left to right) Cecil Gibson, Will Packham, Robin Holliday, Verus Reaney. The winner was James McCaughan from Ballycastle, second was Art Kelly from Omagh and third Garth Newberry from Carryduff

Bradford veterans celebrate

Six pharmacists were among dozens of health care workers to be invited to a civic reception at Bradford City Hall on July 8 to celebrate the 50th anniversary of the NHS.

The Lord Mayor of Bradford, councillor Tony Miller, specifically invited those who were working for the NHS in 1948 in the Bradford district.

A plea for help in local papers saw the chairman of the local branch of the Royal Pharma-

tical Society, Mark Donaghy, enlisting the help of the registrar's department in Lambeth to identify likely candidates.

In the event, Bernard Whittaker, Edwin Myers, Ronald Kaye, Dr Eric Anderson, Geoffrey Bryan and Gladys Dutton made it to City Hall.

Mr Whittaker, a 90-year-old, said that each pharmacist was thanked by the mayor for their contribution to health care in Bradford.

cause. The foundation provides vital training which allows participants to re-enter the workforce with knowledge and confidence."



Moss donates computers

At Queen Elizabeth's Foundation for the Disabled in Leatherhead, Surrey, training programmes are high tech, thanks to donations of computer hardware from Moss Chemists, who operates 540 pharmacies throughout the UK.

Moss md Barry Andrews (right) met senior corporate fundraiser Andrew Kazimirs while making a further donation. He said "We are delighted to help such a worthy

Achievement award for Professor Bowman

Professor William Bowman has been awarded the International Pharmaceutical Federation's 1998 Lifetime Achievement in Pharmaceutical Sciences Award.

Prof Bowman obtained his BPharm in 1952 and his PhD from the University of London's school of pharmacy, where he became a

reader in pharmacology.

He was appointed to the founding chair of pharmacology at the University of Strathclyde in 1966, a chair he held until 1996.

He received the award for his research into the mechanism of nerve impulse transmission and into drugs which affect muscle.

Lucy Roberts of the Round the Clock Pharmacy in East Sheen, London is the latest medicine counter assistant to win a bottle of champagne in the monthly draw for those who have successfully completed the Cambridge Counterpart training programme. She is flanked by Nick Dalley (left), territory manager for course sponsors Whitehall Laboratories, and her supervising pharmacist Dr Michel Lamea



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